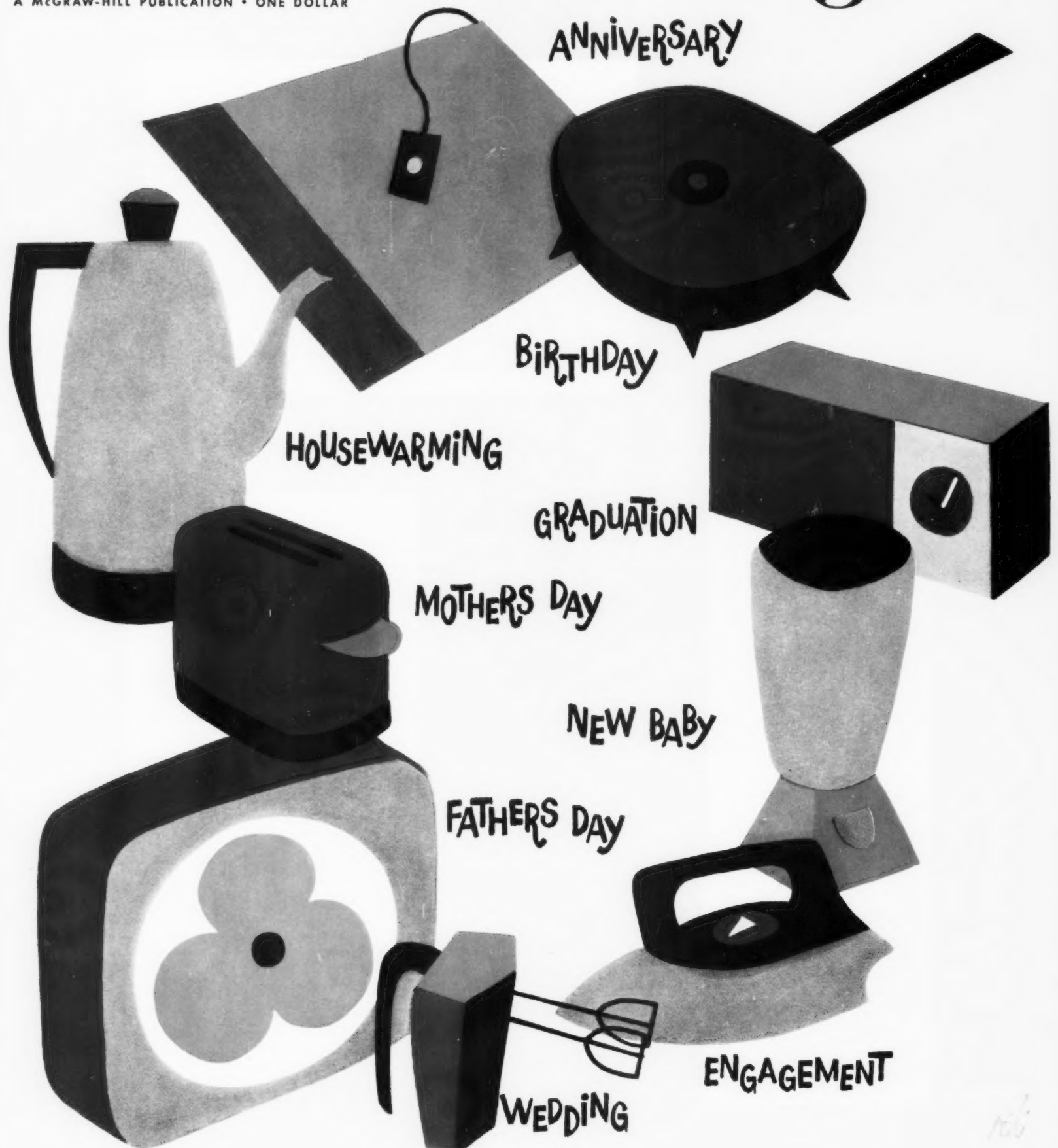


CLEAN-UP IN ADVERTISING: FACT OR FANCY? see page 55

# Electrical Merchandising

A MCGRAW-HILL PUBLICATION • ONE DOLLAR

APRIL • 1959



# ONLY *SPEED QUEEN*

washes and dries your clothes in RUST-PROOF, CHIP-PROOF

## STAINLESS STEEL

designed and built  
for lowest cost  
family service



Dryers available in  
Electric and Gas

Always a smooth, sparkling surface to protect your clothes

—Plus many other special benefits like these:

#### AUTOMATIC LINT-EJECTOR

Speed Queen's flotation rinse causes lint and dirt to float over side of tub and down drain. (Not pumped back into tub.) Final rinse water is crystal clear.



#### RINSE CONDITIONER

Softeners or other conditioners can be added automatically to the rinse water. Merely fill the dispenser at beginning of cycle. Handles powder or liquid.

#### WASH 'N' WEAR SWITCH

Just flip the switch and your Speed Queen is all set for laundering wash-and-wear garments.



#### 5 YEAR TRANSMISSION

This is Speed Queen's famous Arcuate transmission — industry's most trouble-free. Carries 5 year guarantee.

#### SOAP SAVER

All water, before entering tub, is aerated so that soaps or detergents are "dispersed" faster. This reduces the amount of soap needed.



#### HINGED TOP

By merely removing 2 screws, top can be flipped forward as shown. All controls are exposed for easy access. Dryers have the same feature.



famed for dependability



*this advertisement*  
and others like it, will appear  
during '59 in:  
SATURDAY EVENING POST  
GOOD HOUSEKEEPING  
LADIES' HOME JOURNAL  
BETTER HOMES AND GARDENS  
TRUE STORY  
SUNSET  
FARM JOURNAL  
SUCCESSFUL FARMING  
FARM AND RANCH  
RURAL GRAVURE  
STAR WEEKLY (Canada)

MAIL  
THIS  
COUPON

SPEED QUEEN, A Division of McGraw-Edison Co.  
Ripon, Wisconsin

EM

Please have your district manager call and tell us what  
SPEED QUEEN can and will do for us if we take on  
your line.

SEE MR. \_\_\_\_\_

DEALER \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# SPOTLIGHT...a quick look at what's going on

APRIL 1, 1959

Weather played the villain's role last month as appliance-TV dealers in a number of key areas noted a slow-down in the pace of business (page 13 and following)... But the air of optimism which gripped the industry in January remained pretty much intact...

Confirmation of this confidence came from Wall Street where stocks of appliance-TV manufacturers advanced once again, setting a new high on ELECTRICAL MERCHANDISING's weekly index (page 23). The new peak is 23.12 points ahead of the same period last year. Last month, 31 of the 51 firms covered in our "Taking Stock" table registered new 1958-59 highs.

And there was other evidence of good business readily available. Norge added 700 workers and a second shift to its refrigerator and home freezer plant. President Judson Sayre said sales of these products were running three to four times higher than for the comparable period a year ago. He also noted marked sales gains in a number of other Norge appliance lines... Meanwhile, Sylvania revealed that factory sales of its TV sets in February were more than double the same period in 1958 and had established a new record for the month. Radio sales also reached a record high for February and stereo shipments were the highest since the firm entered this field... And, from a somewhat broader point of view, Dun & Bradstreet reported that "a large majority" of the 1,542 business executives interviewed in D & B's most recent sampling of business opinion were "optimistic in looking at their second quarter sales and profits prospects." The optimism in the current survey matches the highs registered in the 1950 and 1955 samplings.

Finally, two key statistical tabulations made each month by ELECTRICAL MERCHANDISING tend to confirm that the industry has indeed managed to get a flying start on the year. Just now available are summaries of manufacturer shipments in January. The pattern of these reports is highly encouraging, with a number of products registering gains of about 25 percent over 1958 and only two appliances (vacuum cleaners and incinerators) down from 1958 (page 10)... The gains at

factory level were reflected in retail sales during January. EM's exclusive "How's Business" tabulation (on page 22) shows that only TV failed to run ahead of January 1958, while substantial gains were registered by the eight appliances covered in the tabulation. Leading the parade were dishwashers (up 28 percent), air conditioners (23 percent) and refrigerators (21 percent)... There appears to be good evidence that TV has been staging a recovery of its own in recent weeks. Even though early January shipments were down from 1958 levels, subsequent weekly shipments in February and March have pushed nine week totals ahead of comparable 1958 levels. And George Neustadt, Inc., a statistical firm with special interest in seasonal sales patterns, reports that retail advertising of TV was up 20 percent in February compared with the same month last year. This was the first year-to-year increase shown by TV since August, 1956. Covered in the report are nine major markets. Washer ads were up six percent and refrigerators five percent.

Almost a year to the day after the "death" of Fair Trade, hearings began in Washington on new legislation designed to make possible a national Fair Trade law... But even as the hearings got underway the interest of the trade was focused on the West Coast where Sunbeam Corp. is trying out a revolutionary new marketing pattern. Involved are a consignment plan and a separate statement of policy in which Sunbeam refuses to sell any dealer who advertises prices cut more than 15 percent below list or who resorts to "deceptive" ad practices. There is no price maintenance as such, but Howard Emerson, EM's West Coast editor, reports on page 62 that the effect of the program has been to stabilize all prices at 15 percent below suggested list. His story constitutes the first full scale, authoritative report on what's happening under the Sunbeam plan... Equally important reading in this issue is associate editor Jim Cassidy's answer to the question of whether the Federal Trade Commission's well-publicized "clean-up" in advertising is "fact or fancy". You'll find the answer on page 55...

GREAT NEWS for dealers who've learned that Westinghouse promotions mean PLUS business...

# WESTING OPPORTUNITY ARE HERE

## 1959 APPLIANCES AT

**4896 Westinghouse Dealers** cashed in on OPPORTUNITY DAYS 1958. Now, starting April 6, OPPORTUNITY DAYS are here again! Why not move ahead with Westinghouse—NOW!

In 1958, Westinghouse said, "There's a Time to Buy and a Time to Save, and Both of Them Are Now!" Westinghouse retailers all over the country proved it . . . making Opportunity Days 1958 the year's most successful promotion. Now . . . with Opportunity Days 1959 backed by

5 times the selling power . . . brilliant new product values . . . and sensational local promotion helps, every forward-looking retailer has an opportunity to cash in on 1959's hottest and most profitable promotion. Call your Westinghouse Distributor for full details!



Another example of Westinghouse OAS in action



YOU CAN BE SURE...IF IT'S

# Westinghouse



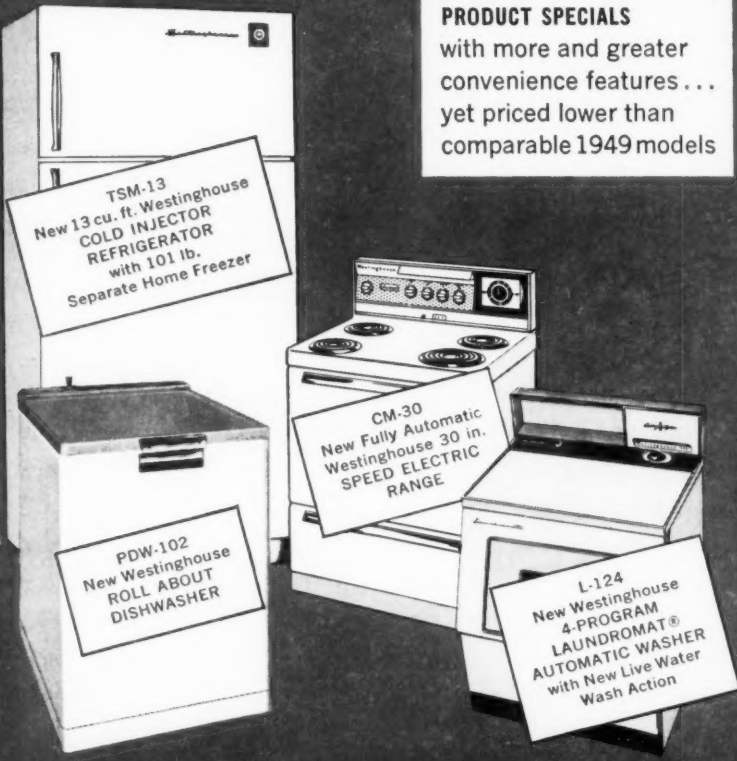
Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio

## WESTINGHOUSE GIVES YOU MORE...

ANOTHER CHANCE for more forward-looking dealers to move ahead with Westinghouse!

# HOUSE WITNESS DAYS ARE AGAIN!

## LESS THAN 1949 PRICES



**TSM-13**  
New 13 cu. ft. Westinghouse  
COLD INJECTOR  
REFRIGERATOR  
with 101 lb.  
Separate Home Freezer


**CM-30**  
New Fully Automatic  
Westinghouse 30 in.  
SPEED ELECTRIC  
RANGE

**PDW-102**  
New Westinghouse  
ROLL ABOUT  
DISHWASHER


**L-124**  
New Westinghouse  
4-PROGRAM  
LAUNDROMAT®  
AUTOMATIC WASHER  
with New Live Water  
Wash Action

**PRODUCT SPECIALS**  
with more and greater  
convenience features...  
yet priced lower than  
comparable 1949 models

**TIME-PROVEN TRAFFIC-BUILDING STORE PROMOTIONS!**  
**POWERFUL KEY CITY NEWSPAPER ADVERTISEMENTS!**



**AND OF COURSE—**  
America's top  
TV comedy team  
to sell for you week  
after week on the  
"WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS



**PLUS—** Freezers, Water Heaters, Food Waste Disposers and Kitchen Cabinets

of what your customers are looking for.



are you overlooking a profit opportunity in dishwashers?

## THIS IS IT! WASTE KING'S NEW IDEA IN PUSH BUTTON DISHWASHING MAGIC!

Entirely new concept in *automatic* dishwashing! Not just self-operating (*automatic*), but a brand new freedom-producing idea! New MAGI-MATIC lets Mrs. America set her *Deluxe* WASTE KING Dishwasher for the exact job she wants done... then forget it! And the job is done when she

wants it done—a quick pre-wash of breakfast dishes, a thorough scrubbing of pots and pans, a full load, completely washed and dried, at the end of the day. It's more than automatic. *Magically*... *ALL* of the chores of washing dishes by hand, or automatically, disappear. It's *MAGI-MATIC*!

### NEW MAGI-MATIC CYCLE SELECTOR



New **PRE-WASH** cycle gives fast, one minute warm water rinse to dishes—to loosen stuck-on food particles. Means a few breakfast dishes... *even with sticky egg stains*... can be "pre-cleaned," ready for full-load washing later!

New **POTS & PANS** Cycle takes utensils as they come from the range... rinses away food particles... soaks, washes and rinses them... shuts off automatically. Does pots and pans while meal is served!

**FULL CYCLE** pre-rinses dishes, removing loose food particles—floats them away. Thoroughly washes dishes, scouring them over and over again, then flushes suds away for clean, clear first rinse, plus a "sanitizing" final rinse by thermostatically controlled super-hot water. Dishes then dry spotlessly during humidity-free drying cycle.



# Electrical Merchandising

APRIL 1959

A MCGRAW-HILL  
PUBLICATION

## IN THIS MONTH'S ISSUE..... FOR BETTER MERCHANDISING

<b>Spotlite ... a quick look at what's going on</b>	<b>1</b>
Trends... the national picture	9
Trends... region by region	13
How's Business... retail sales at a glance	22
Stock Market Report... the industry on Wall Street	23
ECONOMIC CURRENTS: Three Things Hold Key to Your Future in 1960	24
MORT FARR SAYS: I Confess... I've Missed the Boat on Housewares	34
<b>SPECIAL REPORT: Housewares</b>	
Clean-Up in Advertising? Fact or Fancy? JAMES J. CASSIDY	55
He Cut Price and Made Money KEN WARNER	60
Has Sunbeam Found the Answer? HOWARD J. EMERSON	62
\$100,000 a Year in Electric Housewares	65
He Sells Central Systems in an Appliance Store	66
How About Selling Boats? BILL MCGUIRE	68
We Are Watching Color Television... Come On In	70
The Package Kitchen Catches Fire JOHN A. RICHARDS	76
Why Not Borrow From the Government?	78
Sell Price Without Quoting Price	82
Idea Digest	84
Better Home Merchandising: The Department of Ideas	86
EEI Gives Itself a Birthday Present	116
<b>News at a Glance</b>	<b>118</b>
People in the News	122
New Products	125
Scheduled Meetings	149
<b>Editorial ... The Leagues Can Do the Job</b>	<b>150</b>

You could go to jail for failing to clean up your advertising. But the chances are very good that the government won't go that far just yet in its effort to clean-up retail advertising. For a good, clear idea of just how far they are likely to go, however, be sure to read this provocative analysis of what the government's trying to do.

Your future ... and the future of every housewares dealer in the country ... may be determined by what's happening right now on the West Coast where Sunbeam is experimenting with a revolutionary new marketing plan. Everyone in the industry has been talking about this test. For the first time anywhere, here is a complete report on what's happening ... and what's likely to happen in the months ahead. This article is "must" reading for everyone in the industry.

**What about wash and wear?** More and more customers are asking that question when they go shopping for a washer or dryer. If you don't know the answer you may lose the sale — but if you read our big fact-packed feature story on "All You Need To Know About Wash and Wear" in next month's issue, you'll be able to convert the customer's confusion into a convincing sales pitch for the lines you sell. Don't miss it.

FOR **40** YEARS



# healthy growth



has steadily distinguished



**WIRES • CABLES**

"Made by Engineers for Engineers"

## REMEMBER

wherever you are, you're  
only overnight from  
one of our strategically  
located warehouses,  
which means . . .

**NO COSTLY DELAYS**



**G**ROWTH in volume  
and in national stature—in  
engineering and production  
know-how—in happy accept-  
ance by distributors, whole-  
salers and dealers alike.

CORNISH Wire Products  
have kept pace with the in-  
dustry—truly a Blue Chip  
line of no regrets, for every  
segment of the electrical  
business.



## . . . and CORD SETS

for replacement and for original use.  
Skillfully developed in Rubber, Neo-  
prene and Plastic—in COLORS too.  
Do YOU fully realize the merchan-  
dising potential of this versatile  
QUALITY line?

Sold Only Through Accredited Jobbers

**Have You Our Latest Catalog?**

Support your local  
**ADEQUATE  
WIRING BUREAU**  
Program . . .

**CORNISH WIRE CO., INC.**

50 Church Street

New York 7, N. Y.

◆ ATLANTA	BRIDGEPORT	◆ CHARLOTTE	◆ CHICAGO	◆ CINCINNATI
◆ CLEVELAND	◆ DALLAS	◆ DENVER	◆ DETROIT	◆ KANSAS CITY
◆ LOS ANGELES	◆ MINNEAPOLIS	◆ PHILADELPHIA	◆ PITTSBURGH	◆ SEATTLE
◆ ROCHESTER	◆ ST. LOUIS	◆ SAN FRANCISCO	◆ WILLIAMSTOWN	
		◆ Stock carried		

Producers of Quality Wire Products for Home, Farm and Industry

# Electrical Merchandising

APRIL, 1959

VOL. 91, NO. 4

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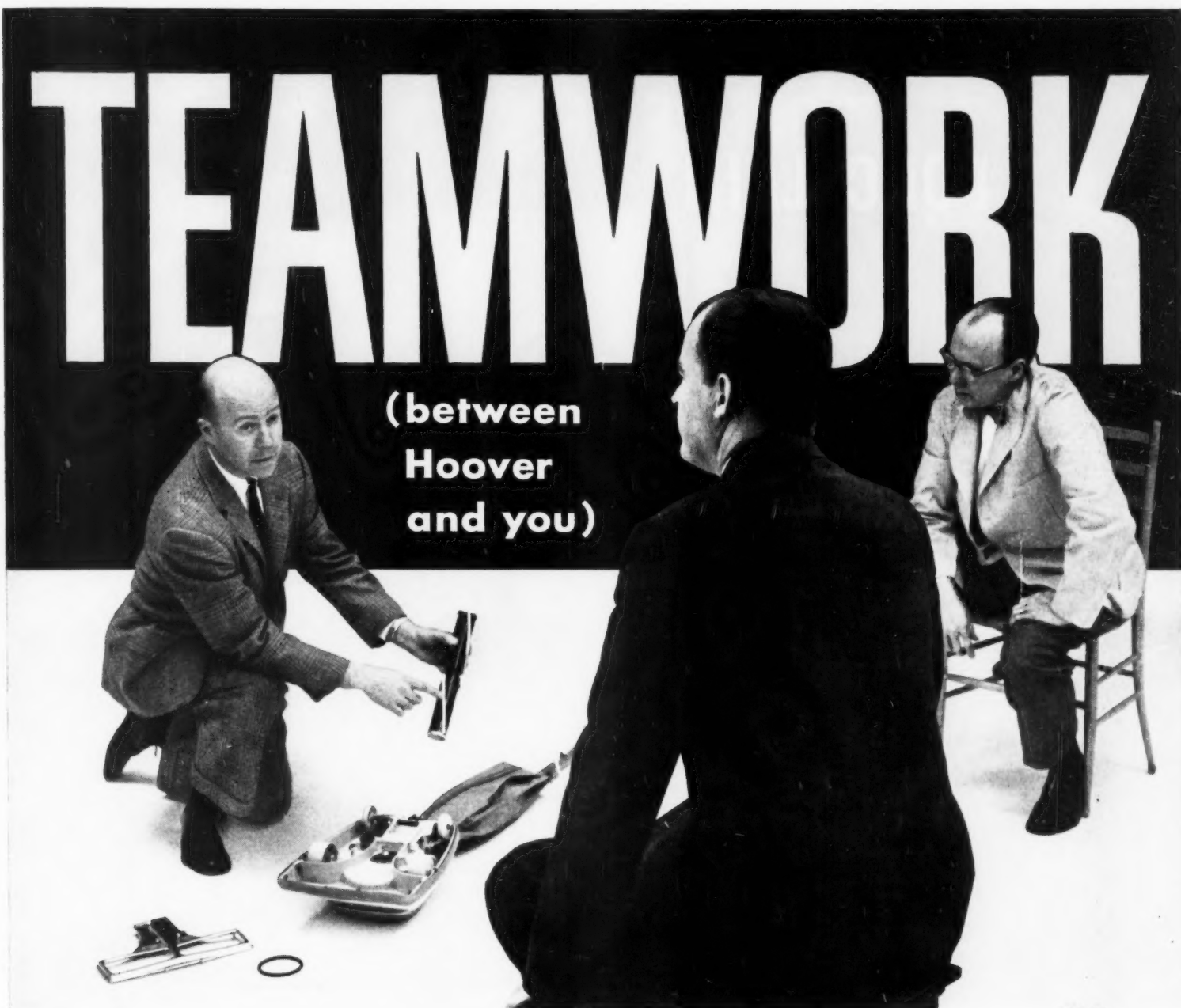
APRIL, 1959—ELECTRICAL MERCHANDISING



What makes HOOVER the biggest name in floor care?

# TEAMWORK

(between  
Hoover  
and you)



Most dealers recognize that Hoover products are the best on the market. But some of you, or members of your sales staff, may not know *why*.

That's the reason Hoover maintains a product-information and sales-training program that keeps you and your staff up-to-date, and helps you sell.

Hoover representatives break down every appliance in the line, show you exactly why the Hoover is better, more durable, more efficient than competitive makes. They also outline to you sales approaches and features that have been *proved* most effective.

Is this Hoover program effective? Well, dealer after dealer whose sales staff has participated in this program reports it has led to increased sales.

If you'd like to reap the benefits of this Hoover program, just contact your Hoover representative. He'll be happy to put on an information meeting for your salespeople.

**TEAMWORK.** The team of you and Hoover. It's practically unbeatable. The Hoover Company, North Canton, Ohio.

## HOOVER®

FINE APPLIANCES...around the house...around the world

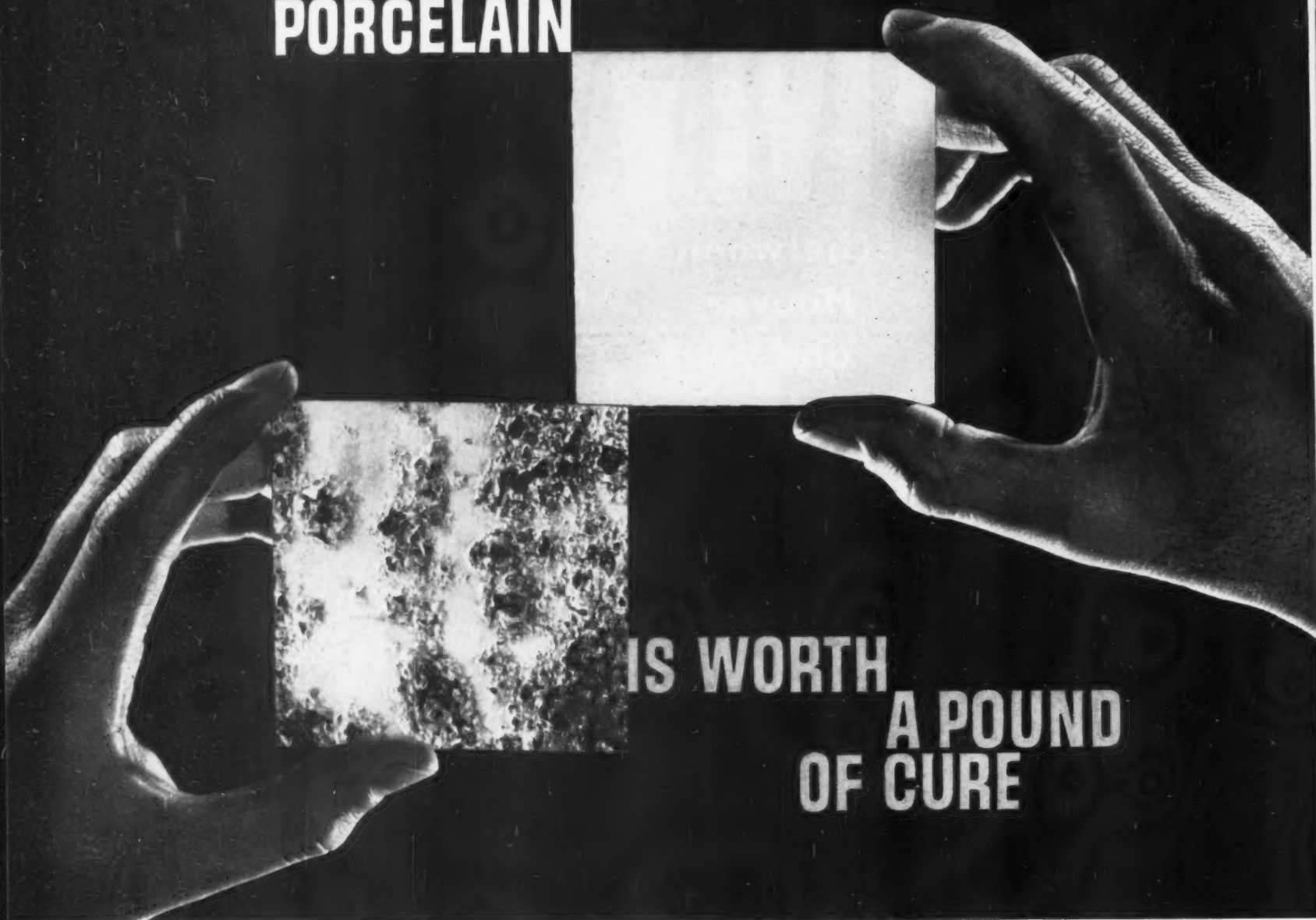
ELECTRICAL MERCHANDISING—APRIL, 1959



PAGE 7

# THE QUALITY OF HOTPOINT

## AN OUNCE OF PORCELAIN



## IS WORTH A POUND OF CURE

Actual sections of an automatic washer cabinet after 10 years usage. Porcelain enamel section (above) still looks like new, while the synthetic enamel section (below) has rusted.

An automatic washer is constantly subjected to rust and corrosion from the great quantities of water, detergent and bleach that flow through it every year. Ordinary finishes often break down under this wear, and the metal beneath is eaten away by rust.

*That's why each and every Hotpoint automatic washer has an all-porcelain finish inside and out.* Unlike synthetic enamel finishes which are baked on at about 270° F., porcelain enamel is fired to the metal at approximately 1500° F. The porcelain finish is glass-hard; resists rust, corrosion, stains, acids and alkalis—stays new looking years longer.

Quality such as this is built into every Hotpoint Appliance. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer, you should be!

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

## QUICK-CHECK OF BUSINESS

# trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1947-1949=100)	151	177	129	<b>8.6% down</b> (12 Mos. 1958)
<b>RETAIL SALES</b> total (\$ billions)	17.5	17.6	16.7	<b>4.8% up</b> (1 Mo. 1959)
<b>DEPARTMENT STORE SALES</b> index (1947-1949=100)	138	138	124	<b>8.3% up</b> (2 Mos. 1959)
<b>CONSUMER DEBT</b> owed to appliance-radio-TV dealers (\$ million)	356	360	354	<b>.6% more</b> (1 Mo. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	25	39	38	<b>14.7% less</b> (2 Mos. 1959)
<b>HOUSING STARTS</b> (thousands)	89.0	86.0	66.1	<b>30.6% up</b> (2 Mos. 1959)
<b>AUTO OUTPUT</b> (thousands)	478.5	545.8	392.1	<b>16.2% up</b> (2 Mos. 1959)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	315.8*	315.1*	306.8*	<b>1.8% up</b> (12 Mos. 1958)
<b>LIVING COSTS</b> index (1947-1949=100)	123.8	123.7	122.3	<b>1.2% up</b> (1 Mo. 1959)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	19.9*	23.6*	19.6*	<b>2.6% down</b> (12 Mos. 1958)
<b>UNEMPLOYMENT</b> (thousands)	4,749	4,724	5,173	<b>2.0% down</b> (2 Mos. 1959)

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (\*New Series)

The consumer feels better than he did a year ago.

And he's planning on making more major expenditures than he did a year ago.

But he has fewer plans to buy furniture and major appliances.

That's the news—good and bad—which the appliance dealer will discover in the preliminary findings of the fourteenth annual Survey of Consumer Finances conducted during January and February by the Federal Reserve and the Survey Research Center of the University of Michigan.

There are all sorts of encouraging findings in this year's study. For instance:

(1) Nearly four in ten consumers say they are better off financially than a year ago.

(2) Consumers are much more optimistic than a year ago over their earnings prospects and about general business conditions.

(3) There is a substantial increase in the number who plan to buy houses.

But plans for buying autos and appliances are not so encouraging. Only 27.8 percent think they will buy furniture

or appliances, a figure down from early 1958 and lower than in any year since early 1954. Intentions to buy autos have gone up slightly from 1958's low, but are still substantially lower than the years from 1953 to 1957.

You'll be hearing more and more about new "systems" for stereo radio. So far, at least four firms—Bell Labs, Philco, RCA and Westinghouse—have announced or demonstrated their stereo developments.

But it's important to remember that the jury is still out on all of these systems and that it may well be 1960 before we have a final decision and a "winner."

All of the systems will be reviewed and considered by a National Stereo Radio committee appointed by the Electronic Industries Assn. Their findings will be passed on to the FCC for final rule-making. Possibility exists that FCC might OK more than one system but odds are strong it will approve only one as the ultimate standard. There is a possibility that the FCC decision might come this year—but only a possibility.

Continued on page 10



BIG HOME MARKET FOR WEST BEND "24 CUP"

# "party perks" mean profits



## 3 SIZES

12 to 24 cup... \$24.95  
20 to 50 cup... \$39.95  
24 to 72 cup... \$42.95

for:

Parties \* Patio Dinners  
Buffets \* Barbecues  
"Rec" Room Events  
Office Coffee Breaks  
Lunch Counters \* Club  
and Lodge Meetings

**WEST BEND** 12 to 24 CUP

## AUTOMATIC COFFEE MAKER

Time was when any kind of a party or get-together was a signal for the homemaker to start the chore of borrowing and bothering with extra coffee pots. But, now, with just *one* coffee maker — West Bend's economical 24-cup automatic perk — a hostess can make all the delicious coffee she needs. That's why appliance dealers everywhere are finding big, extra volume with West Bend's "party perk" at its low \$24.95 price.

only  
**\$24.95**  
RETAIL

Dept. 184  
**WEST BEND ALUMINUM CO., West Bend, Wisconsin**

## trends CONTINUED

Technology continues to change the dimensions of the products you sell. Within the month, these technical breakthroughs have been announced:

U. S. Steel is now marketing vinyl coated steel sheets which combine "the strength, formability, fabricability and economies normal to steel sheets with the aesthetic and functional qualities of the best plastic materials." The new material is already being used by appliance manufacturers; Metalaire Products Co., for example, has used it on its new Travelaire portable evaporative cooler.

RCA has shown prototypes of its "Nuvistor" tubes which represent a definite and significant breakthrough in the miniaturization of vacuum tubes. Nuvistor triode and tetrode tubes would be the size of a thimble; power tubes would be only an inch and a quarter long, including top cap. These tubes comprise 90 percent of those now used in TV sets. The new tubes give better performance, have more durability, take less power and give off less heat than conventional types. Latter advantage makes the Nuvistor a natural for use in tuner of TV set where heat has always been a problem. *End*

## manufacturer shipment statistics

Estimated industry shipments of major appliances (electric and gas) radio and television

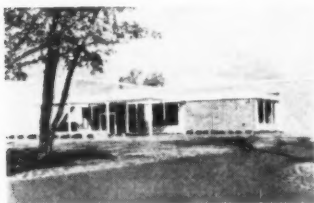
	Jan. 1959 (Units)	Jan. 1958 (Units)	% Change
<b>DISHWASHERS</b> .....	37,900	30,400	+24.67
<b>DRYERS, CLOTHES—Electric</b> .....	78,593	70,475	+11.52
Gas .....	39,627	30,318	+30.70
<b>Total Dryers</b> ....	118,220	100,793	+17.29
<b>FOOD WASTE DISPOSERS</b> .....	48,500	40,800	+18.87
<b>FREEZERS</b> .....	78,800	63,000	+25.08
<b>INCINERATORS, Gas-Fired</b> .....	3,000	3,700	-18.92
<b>RADIOS, Home-Portable-Clock</b> (production) ..	704,685	676,848	+ 4.11
<b>RADIOS, Automobile (production)</b> ..	420,052	349,679	+20.13
<b>TELEVISION (production)</b> .....	437,026	433,983	+ .70
<b>RANGES, ELECTRIC—Standard</b> .....	79,200	78,800	+ .51
Built-In .....	41,600	30,200	+37.75
<b>Total</b> .....	120,800	109,000	+10.83
<b>RANGES, GAS —Standard</b> .....	128,300	115,400	+11.18
Built-In .....	20,300	13,000	+56.15
<b>Total</b> .....	148,600	128,400	+15.73
<b>REFRIGERATORS, ELECTRIC</b> .....	256,200	206,100	+24.31
<b>VACUUM CLEANERS</b> .....	242,516	265,489	- 8.65
<b>WASHERS, Automatic &amp; Semi-Auto</b> ..	223,893	189,601	+18.09
Wringer & Spinner .....	64,598	55,239	+16.94
<b>Total Washers</b> .....	288,491	244,840	+17.83
<b>WASHER-DRYER COMBINATIONS</b> ...	16,922	13,442	+25.89
<b>WATER HEATERS, Electric—Storage</b> ..	62,800	61,700	+ 1.78
<b>WATER HEATERS, Gas—Storage</b> .....	254,300	235,400	+ 8.03

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

A Frigidaire dealer talks about his franchise...



Mr. Bill Netzman runs Netzman Electric, Webster, N. Y. He's been a Frigidaire dealer for 13 years ... a spare-time golfer since high school. Faced by the same service problems as most dealers, Bill sent his people to the General Motors Training Center at Buffalo (shown here), and tied in with the comprehensive Frigidaire service program it offers. In his own words, here's how it paid off:



## "My service set-up is a paying proposition!"

*"My service people really know their stuff. Frigidaire taught them everything from basic electricity to salesmanship. I don't know of any manufacturer who can match the Frigidaire training centers. The one near us has the best facilities in the area. And it helped change my service setup from a headache into a paying proposition."*

It's true. Only Frigidaire offers its dealers the free training facilities of thirty modern General Motors Training Centers, coast to coast. Fully equipped, offering continuous courses in over 29 subjects, these centers help our dealers to give the best service possible. Our reputation rests on dependable service as well as dependable products. And you can't have one without the other.

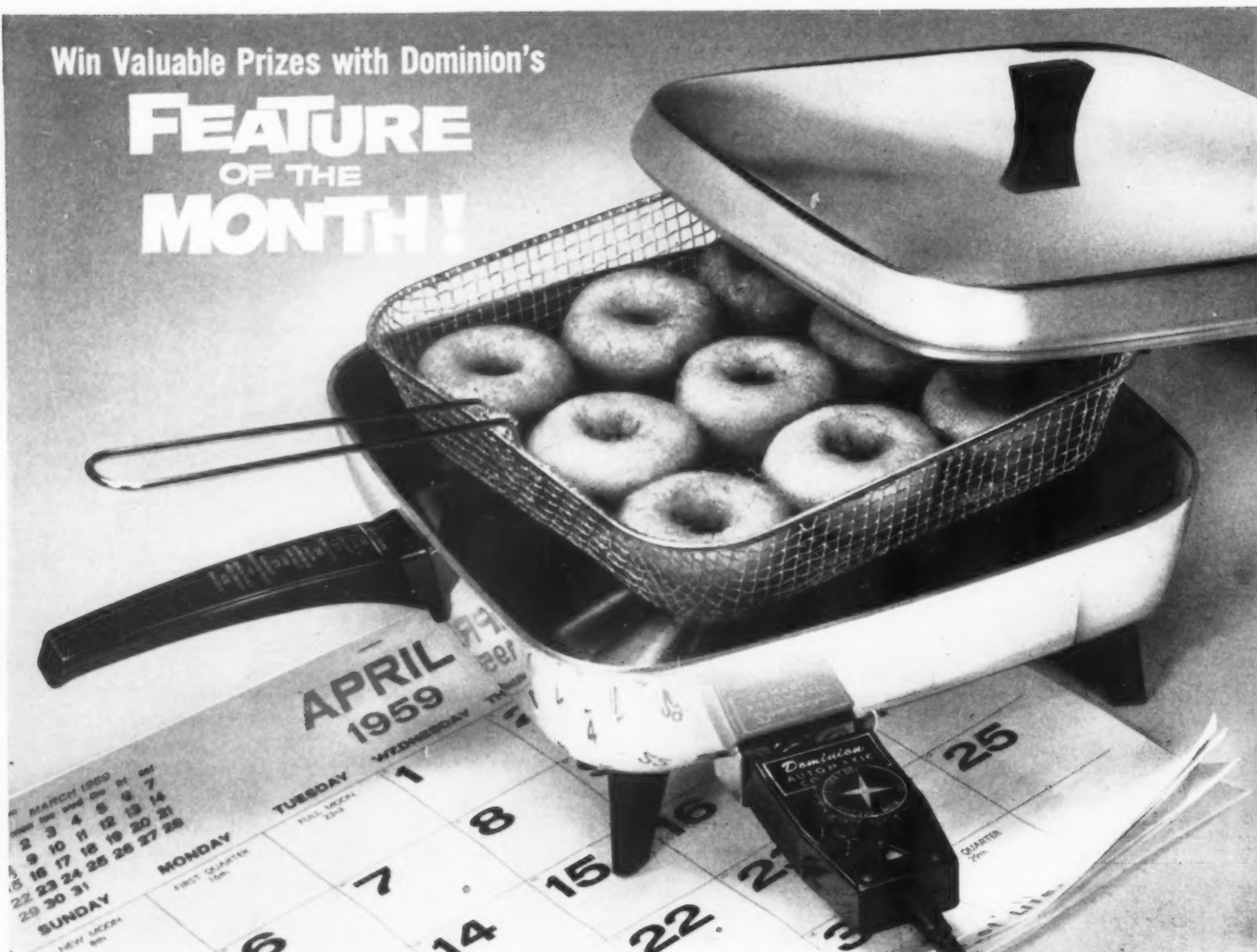
**FRIGIDAIRE**

DIVISION OF GENERAL MOTORS CORP., DAYTON, OHIO



Win Valuable Prizes with Dominion's

# FEATURE OF THE MONTH!



## FREE! Exclusive French-Fry Basket with NEW IMMERSIBLE FRY-SKILLET

Check the outstanding features of this new profit-maker:

✓ Automatic heat control maintains exact temperature selected ✓ Control detaches so skillet can be completely immersed—handle and all ✓ Complete with fry basket for french frying shrimp, chicken, onion rings ✓ E-Z Cook Guide on handle ✓ Extra assist handle ✓ Beautiful "silvercraft" finish

STOCK AND SELL THE COMPLETE DOMINION FRY-SKILLET LINE  
Build dollar volume with this new Fry-Skillet. Add plus sales with Dominion's other 3½ and 4-quart models. Call your Dominion distributor today!

### Dealer Winners in February Contest

**\$250 Appliance Package**  
Mr. H. Stokols  
Square Deal Mdsng. Co.  
Miami, Florida

**\$150 Appliance Package**  
Mrs. C. D. Woodbury  
W. B. Arnold Company  
Waterville, Maine

**\$100 Appliance Package**  
Mr. Stanley Goldstein  
Goldstein Bros.  
Newport News, Va.

### Winners of \$50 Dominion Appliance Packages

Mr. J. O. Wilkinson  
Dixie Auto Electric Store  
McComb, Miss.

Mr. H. I. Karu  
H. I. Karu Company  
Harrison, New Jersey

Mr. H. Ray Boyer  
Boyer Electric Company  
Eldorado, Texas

Mr. A. A. Van Gorder  
Van Gorder Hardware  
Chardon, Ohio

Mr. T. E. Pittman  
Danley Furniture Co.  
Dothan, Alabama

Miss Eileen Allison  
Hardy Herpolsheimers  
Muskegon, Mich.

## Feature DOMINION

The Line that Features Full Profit Margins!

*Mail Coupon Today!*

Enter  
**\$20,000.00**  
FEATURE-OF-THE-MONTH  
**CONTEST!**

Win an appliance package worth \$250, \$150, \$100 or \$50. 13 winners every month. It's easy. Just fill out and mail coupon. If your coupon is drawn, we will phone you the first week in May. If you can name 3 of the Fry-Skillet features listed in this ad, you'll be a winner. Entries must be postmarked by April 30. You can win more than once! Enter each new contest appearing on this page every month.

DOMINION ELECTRIC CORPORATION • Dept. EM-4, Mansfield, Ohio

I'd like to win one of the appliance packages, please enter my name in the April Contest. I have the Model 2256 Fry-Skillet in stock or on order, and know the features. (PLEASE PRINT OR TYPE)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Phone No. \_\_\_\_\_

My Dominion Distributor is \_\_\_\_\_



# trends

## REGION BY REGION

### THE EAST

By John A. Richards



**Bad weather smothers listless market . . . Search for successful promotion pattern goes on . . . And dealers are still looking for cost-cutting techniques**

**B**AD weather smothered what small sparks of sales appliance-TV dealers in the East were enjoying at mid-March.

The pattern had been crazy-quilt, by neighborhood, by product. Laundry, for example, was running strong in Buffalo but weaker in Madison, N. J., so-so in Boston, and much better in Philadelphia and Washington. A suburban New Jersey dealer, running about 25 percent ahead on the year saw his dryer sales wither. In Buffalo by contrast a dealer was selling 10 dryers to every 25 automatic washers. For a Newark distributor refrigeration was ahead of 1958, while TV, including color, was so-so. New York, Philadelphia and Boston distributors agreed.

Even stereo had a mixed up pattern. In Philadelphia it was going strong. But in northern New Jersey it was "quiet." The Sunset chain launched a big stereo promotion in a special effort to move units, and Washington dealers reported shopping but not much buying at and after Washington's Birthday stereo sales.

The weather chipped away at even these stabs at decent business. Buffalo, witnessing a recovery in steel, spent a February battling the elements. In Boston one dealer sponsored an hour-and-a-half movie, using institutional advertising, only to have the promotion fall flat because of a snowstorm next day. Then came the mid-month blow—a late-season storm that spilled from five to 10 inches over most of the East. Corvette hastened to kill scheduled ads in Philadelphia. And most dealers took the attitude of a big New York chain store executive who was holding his promotional fire "until the weather firms out."

Frayed by unspectacular business, east coast dealers nursed wounds from two thorns. One was how to pare overhead.

"I had a \$1500 increase in salesmen's salaries," complained a downtown Manhattan dealer, "and yet my operating breakeven is still around 16.2 percent, with prices more competitive every day."

Yet some dealers are finding ways to slice overhead. In Mount Kisco a dealer found substantial savings in driving a Volkswagen, plans to convert his five-truck service fleet as soon as possible. The Davega chain has shifted service to ex-employees now operating as efficient contractors. Vim, with close to 60 stores to mother, has converted to pay telephones for salesmen, and at least one chain copied this move.

The second thorn was finding the right formula, or cycle, for profitable promoting. And nobody had a monopoly on possibilities. Vim has inaugurated a "Wild Wednesday" program. Corvette has been making its stores jump with a "66-cent Housewares Jamboree." In Boston a dealer conserved on newspaper ads and ran an open house. In upper Manhattan it was a 30th anniversary. In Madison, N. J. a dealer was running heavily with direct mail. In Washington the warehouse sale was still popular, even though Sunday events stirred fresh activity against suburban highway openings on the Sabbath.

### THE MID-WEST

By Ken Warner



**Weather, taxes, and early Easter stack the first quarter cards . . . Promotions prove business is there . . . Chicago has other problems**

**I**TEM: "This is the worst winter I've ever seen". (In all possible variations, dealers were saying this as the first quarter closed.)

Item: "Easter is awful early this year." (In great variety, dealers were saying

this as the first quarter closed.)

Item: "We're ahead of last year, and glad of it. But last year wasn't anything to brag about." (With different approaches, everybody in the appliance business seemed to be saying this.)

Item: "promotions are pulling some of them in." (Anybody doing any was saying this all through the quarter.)

Of course, the weather was, has been and continues poor for business. Four-inch snowstorms in central Indiana are not normal in mid-March, and that's just one example. Another springtime factor, even when it's snowing, is always with us—taxes.

There are plenty of things to think about in Chicago, plenty of problems, some bright spots. Here are a few:

A messy Chapter XI proceeding has the whole town watching. There's big money at stake. Moderate distributors in town think some of the long-term deals revealed, and the money apparently lost through them, will tighten up the "traditional" loose dealing in Chicago.

Also tight in Chicago are the slush funds. There just aren't any free ad deals around, it seems. This means that dealers who develop plenty of ad credit have slowed up in its use, since they have to throw too much into the pot with it. Direct mail is getting pretty good play because of this.

More and more, Chicago dealers are finding that customers are getting particular about the merchandise they buy. And this makes those former "good deals" take on a different look these days.

There's still business, though. One organization put on a seven-day sellathon in March and doubled the week's business. Of course, it took seven sixteen-hour days to do it. "But they found the customers," is the comment.

Some funny things are happening, too. This one is enough to shake any price-minded city dealer's faith: A north side dealer kept a 12 cu. ft. refrigerator in his window all January at \$298. With it were a couple of good ranges priced at \$169. These are real leader prices, but nothing happened. In February, in the same window, the same merchandise was priced at \$329 and \$189 respectively. It all went in a week, and shook several step-up customers out of the bushes.

Continued on page 16



# STUDEBAKERS ARE THE MOST THE ROAD REDUCE YOUR OVERHEAD AND INCREASE

**STUDEBAKER PANEL WAGON.** A dual personality vehicle that doubles as a delivery truck or station wagon. In just 30 seconds, the advertising panels can be removed and you have a Lark station wagon. Engine choice of "6" or V-8; transmission choice of synchromesh or automatic. Many extras available including tool or luggage racks. Economical to buy and operate, the Studebaker panel wagon is a "best buy."

**THE UTILITY SEDAN,** ideal for service or salesmen, has the lowest price tag of any car in America with a full-sized interior. This very economical 2-door vehicle has a spacious, flat, cargo area behind the front seat. It's a handsome car that runs on pennies per mile. And there's The Lark 2 or 4-door sedan. Space for six adults, yet its 14½ ft. length saves 18 sq. ft. of parking space over conventional cars. The Lark turns in savings galore... on initial cost, fuel and low maintenance.





# ECONOMICAL VEHICLES ON

## YOUR PROFITS BY SELECTING FROM THIS HIGH-EFFICIENCY LINE

"HAUL OF FAME" TRUCKS bring savings to the medium and heavy duty trucking line. These rugged, dependable Studebakers range from 5,000 to 19,000 lbs. GVW. Power with economy in 3 engine choices—from 118 h.p. to 225 h.p. Plenty of torque, too. Choice of transmissions, overdrive, bodies and extras provides your truck with amazing versatility. It can be virtually tailored to the job. Every Studebaker is carefully engineered for years of hard work with minimum maintenance and continuing low costs.

THE SCOTSMAN PICKUP has the lowest price tag of any full-sized truck in America. This vehicle was designed to cut operating costs in every way. Choice of 170 cu. in. or 245 cu. in. "6" or more powerful V-8. Uses low-cost regular gas. This truck has the widest clear-floor pickup box of any truck, plus double-thick steel sides and ribbed steel floor. Its 51½ inch width increases your payload... means more profit for less investment. Available with stake or platform bodies, too.



# STUDEBAKER

Without obligating myself, I'd like to learn more about Studebaker Vehicles.

Fleet and Truck Sales

STUDEBAKER-PACKARD CORP./South Bend 27, Indiana

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

EM 4 59



# trends

## REGION BY REGION

### THE SOUTH EAST

By  
William McGuire



Early March slowdown doesn't worry dealers here . . . Air conditioners show signs of life . . . And stereo is beginning to move

A TYPICAL early March, pre-Easter slowdown seemed unable to dent the optimistic armor of a majority of Southeastern dealers and distributors. A generally excellent January and solid February had gotten many off to a fast start with their best first quarter in several years. Ahead, the view was pleasant.

There were early signs of a good air conditioning season, weather, of course, permitting. Many distributors reported heavy bookings, while some dealers noted an unusual degree of Spring interest.

Here and there, the bigger boys got out their footballs. A Nashville outlet was dangling one-hp Gibsons at the end of a \$138 string, while Maison Blanche in New Orleans led off with a one-ton Mathes at \$136. In Atlanta, things were a trifle hotter, with Rich's promoting a one-hp AMC with thermostat for \$128 . . . W. T. Grant, which deals in majors and TV here, jumping in with a one-hp (but 5,600 BTU) Philco at \$125, no money down . . . and Haverty's, a key furniture account, going to \$98 with Whirlpool half-hp casement units.

The inventory situation looked better than it has for some time. Level-headed buying last season left most dealers' stockrooms uncluttered.

Reverse cycle seems headed for another fine season in Florida, where it figured in something over half of total unit sales last year.

Another sign of a good '59 is a basically healthy stereo business in the South. This product survived a disappointing Christmas and is gradually strengthening, as the web of confusion falls away.

A reversal of the hitherto very marked trend to self-contained units has begun to manifest itself, and it looks as if two-piece systems are in the market to stay—if not, in the end, to predominate. A lot of people, it seems, want distinct separation of sound for their stereo money.

The key to stereo sales success is turning out to be demonstration under controlled conditions, particularly if costly home trials are to be dodged. More and more dealers are building listening rooms, with results paralleling those of a Memphis retailer whose new room has doubled his stereo closings.

The South's crisp March air was charged with promotions. Frigidaire dealers were playing the "True Value" trade-in game for all they were worth, chiefly with refrigerators. A new 9' box was promoted in Birmingham for \$129.95 and in Atlanta for \$99.95, both with apple-pie trade-ins required (the Atlanta deal called for "popular make" trades just one year old.)

With every Maytag freezer, a second Birmingham dealer tossed in a 200-lb. hog, live or butchered, cut and packaged to the customer's specifications. A Nashville retailer held a 37 cent sale, breaking five pieces into daily payments of 37 cents stretched over varying numbers of weeks. Even Sears in Jackson, Miss., got into the act by letting kids scoop a free handful of marbles out of a barrel during a sale.

Productwise, dealers in Orlando, Birmingham, Fort Lauderdale and Miami placed refrigeration at the head of the class, while low to medium washers set the pace for retailers in Atlanta, New Orleans and Nashville, as well as for distributors in Miami and New Orleans. Though a dealer in Charlotte and a distributor in Birmingham listed stereo as best mover, and a Chattanooga merchant put TV first, electronics were generally soft, particularly in Atlanta, New Orleans, Knoxville and Tampa.

### THE GREAT LAKES

Spring fever means good business

. . . Laundry sets the pace . . .

Refrigerators move in Detroit . . .

And dishwashers are hot

PULLING out of the mid-winter doldrums, Great Lakes merchandisers are getting that long awaited break in the weather they've been looking for.

Laundry is still sparking the big increase in sales all across the region as dealers start worrying about stocks and distributors start thinking about deliveries. "Demand's exceeding supply," says a happy Detroit distributor. The appliance manufacturers in the Ohio area are predicting big things for their babies this year and home builders are making bigger plans. In the Cleveland area, home builders are predicting a sizeable increase in starts this spring over last, meaning at the very least a good replacement market for the appliance people.

Detroiters are pulling out of the slump, too. Latest reports from that hard-hit auto center say "The market's thriving here." One retailer even said he thinks folks are waiting to spend money, with another dealer adding: "They're still pretty price conscious, and it's usually the middle of the line that's going, but they're in the mood at last."

Were you a recession-scared budget-cutter? Here's what happened to a suburban Detroit dealer who cut his ad budget six months ago to cut corners. He says he "learned the truth in that slogan that advertising doesn't cost, it pays." Eliminating most of his advertising cost him more in the way of sales than he had guessed, now he's all set trying to make up for it by remodeling his store, adding

*Continued on page 18*



DAN Q. BROWN

"I CAN REMEMBER WHEN IT ALL STARTED . . . WITH A SANDWICH AND A GLASS OF BEER!"



# Caloric® GOLD STAR GAS RANGES

## put profits on a new "Gold Standard"

### VALUE-PACKED "3" SERIES IS A "STAR" SELLER

Caloric "3" Series Deluxe gas range has earned the GOLD STAR AWARD of the American Gas Association, yet it is priced to fit every customer's pocketbook, sure to be one of your fastest-moving items this season.

Here are just a few of its outstanding GOLD STAR features:

- Thermo-Set top burner
- Roto-Roaster rotisserie
- Tri-set top burners

- All burners guaranteed for life
- Four giant 1200 BTU top burners
- Four built-in leveling legs
- Waterfall top with dripless edge
- Newest silicone oven-door seal
- Lighted backguard with outlet
- Clock with one-hour timer\*
- Large porcelain-enamel oven
- Removable oven bottom
- Smokeless hi-lo broiler

It's packed with sales points—good as gold. No wonder this Caloric GOLD STAR GAS RANGE is a promising profit-builder! Dis-

play it, demonstrate it, sell it. And remind your customers that Caloric is "America's easiest range to keep clean."

#### CALORIC APPLIANCE CORPORATION DEPARTMENT EM TOPTON, PA.

Please send me further information on Caloric "3" Series Gold Star Gas Ranges

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS



# trends

## REGION BY REGION

new lines and planning a "Springorama" campaign. "I've got to make my presence known again," he says.

Forced into that same no-advertising position by a pressmen's strike in Columbus, dealers there are happy the situation cleared up, are sure that once their ads hit the papers again, things will pick up. "When the folks at home weren't getting their papers, even the biggest sign in our window couldn't do the trick to pull them in the stores."

**There's good news in sales figures from western Pennsylvania and Dayton.** Majors are topping the '58 figures, stretching toward '57 volume.

Sales are holding good across the board, too. Food disposers are up in the Dayton and western Pennsylvania areas, over 40 percent up in both areas. Dishwashers have gone up in Cleveland, 20 percent in Dayton, and a big 35 percent in western Pennsylvania.

**Refrigeration is going great in Detroit even before the start of the season.**

Still pushing for that increase in dehumidifier sales, utilities report at least twice as many dehumidifiers sold over the year-ago-month in this sinus-belt area.

**The good mood of spring will hold.** Encouraged by the optimistic sales reports, dealers report inventories healthy, with stocks around the Cleveland area up around three percent this month. There's a feeling among dealers that a really pent-up buying spurt should be showing itself very soon. Area production is increasing. Detroit is going on overtime production putting money into pockets again, and though unemployment's still a scare, Great Lakes dealers and distributors are going full steam ahead.

## THE SOUTH WEST

Dealers here are finding that promotion pays . . . South Texas expects 10 percent gain this year . . . Dallas volume moves up

**H**ARD-HITTING promotions, coupled with improving business conditions and increasing customer confidence, have racked up impressive sales totals for a

number of appliance dealers in the Southwest.

"Fabulous" is the way Harold Bell describes results of a promotion by Albert Bell's of Kansas City in its four stores. The company offers a "free" used car ("valued at around \$300") with the purchase of a major appliance or a furniture group. Bell's started the promotion in mid-February and will continue it until "it falls apart." In three weeks the firm sold 313 appliances, with the average sale \$550.

**Down in South Texas, electric utility and dealer promotions have resulted in "exceptionally good" sales of dryers.** All laundry equipment is moving strongly, refrigerator-freezer and freezer sales are good, and dishwasher sales are up. Air conditioning is "selling hand over fist, as people down here now look on it as a necessity, rather than a luxury."

A South Texas utility executive predicts "conservatively" a 10 percent increase in appliance sales over last year. "This will be an especially good showing," he says, "as our area had a 13 percent increase in 1957 and an 8 percent increase in 1958 while sales nationally decreased both years."

In Tulsa, which is described as a "Saturday town," Ray Pickett Appliances has featured a successful series of "Saturday Specials." A recent one which offered a vacuum cleaner free with a \$199 console TV didn't sell too many sets (TV is off badly in Tulsa) but turned out to be an especially good leader, though it wasn't primarily planned as one.

Tulsa dealers have had a rough time recently, with some 25 of them going out of business in the past 18 months. The general economic outlook is improving gradually, appliance sales are picking up and all signs point to good sales in March.

**In Albuquerque, dealers "can't explain why," but conventional washers are out-selling automatics.** There has been no promotion of the conventionals. One dealer commented, "We really like to sell them, as you don't have any service problems."

Low-end consoles and 17-inch portables were best-selling TV models in this New Mexico city, and one retailer reported that TV accounted for 25 percent of his business in January and February, which was "way above the normal percentage."

Melvin Ross, of Griffith's Appliance Center, reported unusually good sales in January, February and early March though business in general was down about 5 percent in the Albuquerque area.

**In the Dallas area, dealers agreed that "volume is up substantially—much better than this time last year—and collections are also much better than last year."** Laundry equipment was moving best in white goods, with refrigerators running a close second. Pre-season air-conditioner sales were picking up, though few dealers had actively promoted them.

## THE FAR WEST

By Howard Emerson



**Dealers call it spotty . . . but volume and profit are satisfactory . . . Kitchens come to life . . . Servicemen take a stand**

**W**HILE dealers from all parts of the Far West are referring to business as "spotty", investigation shows that they mean "very good one day, poor the next". Their overall volume-profit picture seems to be at a more than satisfactory level. While shortages in some lines are still plaguing dealers and distributors here, the effect on unit sales is slight. However, the shortages may be one of the reasons dealers are getting better prices. One Sacramento dealer reports, "When I tell a couple it will be a month before I can deliver the model they like—they are less likely to haggle over the price of the second choice model which I can send out right away."

**In the Northwest, dealers estimate their first quarter volume at 10 percent above the first quarter of 1958—which was a fair period preceding the recession.** In that area, TV sales have been well above normal for mid-winter. Although there has been a dearth of manufacturer-distributor sponsored promotions, refrigerators and laundry equipment have continued to sell well. Only dryers have not bounced back as well as expected, and one manufacturer's well-intentioned dryer promotion failed to stimulate much business in the Seattle area. In eastern Washington, an elaborate association-utility-distributor-dealer cooperative effort is underway to push: (a) laundry sales through a "perfect pair" promotion, and (b) to promote electric heat both whole-house—and—space with a "tailor made heat" campaign.

Dealers, distributors, and the guests from many sections of the Far West attending the annual spring sales conference of the Bureau of Home Appliances in San Diego heard that "salesmen can be the United States' answer to Soviet aggression". Speaking was Carl E. Lantz, vice president of sales for the Admiral Corp. He stated that the order-taking lethargy of the typical American salesman is in direct contrast to the new enthusiasm of the Russians for selling on the world market. As an answer to this situation, Lantz stated, "Let's put excitement back in selling right here in America." *Continued on page 19*



# WARING Announces...

# 34 SUNDAY SUPPLEMENT

# AD CAMPAIGN

# IN 34 KEY CITIES

Waring gives you local support  
for your efforts during gift-  
giving MAY and JUNE covering . . . . ▶

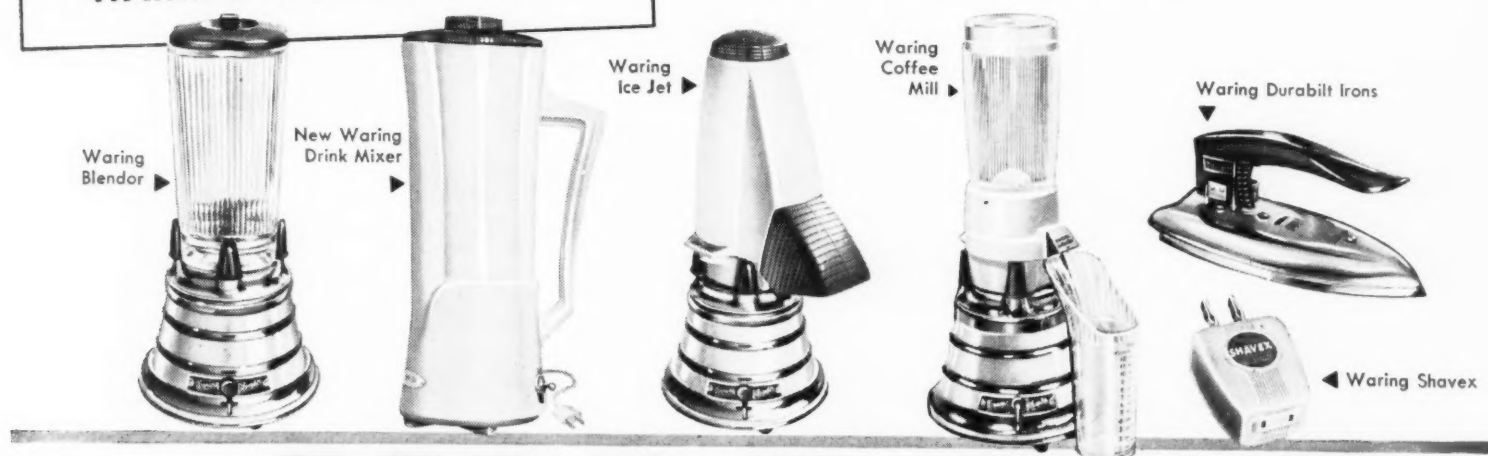
**AND**

to promote sales in your store,  
WARING'S additional  
program includes . . . . . ▶

- Mother's Day
- Father's Day
- Graduations
- June Bride Month
- Pre-Vacation Buying

- 3 new displays—compact and colorful
- Sales Promoters for salesmen
- Waring on TV and color movies
- Free recipes for building store traffic
- Special Waring Ice Jet-Coffee Mill promotion
- 52 weeks of continuous publicity
- Saturday Evening Post full-color  
"Give Better Electrically" advertacular
- National industry tie-ins
- "Tailored" local programs
- Direct mail for dealers
- Big "Cloverleaf Club" promotion

See your local distributor for displays  
**PUSH THE PROFIT LINE OF  
WARING SPECIALTY ITEMS**



# WARING

WARING PRODUCTS CORPORATION • 25 WEST 43RD STREET, NEW YORK 36, N. Y. • A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA

# Astral

## PORTABLE SPOT REFRIGERATION

Serves the NEW market with

# 2 UNITS

Also Available  
For Gas Operation



OUTSIDE DIMENSIONS:  
26 1/2" high, 20 1/2" wide  
21 3/4" deep

OUTSIDE DIMENSIONS:  
36" high, 22 3/4" wide  
21 1/2" deep

## 1959 PORTABLE SPOT REFRIGERATION'S BIGGEST YEAR!

Advance orders from every corner of the nation have already given 1959 the biggest portable spot refrigeration sales potential to date. Dealers are calling immediate attention — Distributors are solidifying their position — And now Astral comes to complete the profit picture with another model — bigger — and with extra sales plus.

**BACKED BY  
National Advertising**

MASS CONSUMER HOME SALES  
DOCTORS AND DENTISTS  
ARCHITECTS  
BOATING ENTHUSIASTS  
FURNITURE MANUFACTURERS  
HOSPITALS  
HOTELS AND INSTITUTIONS  
POULTRY RAISERS  
VETERINARIANS  
MOTELS  
TRAILER MANUFACTURERS  
TRAILER OWNERS  
OUTDOORSMEN  
TRAILER COURTS

*Guaranteed Silent Forever!*  
**MIRACLE COOLING UNIT**

6, 12, 24, 32, 110, 220 volts  
dual voltage — giving  
any combination of  
any low voltage with  
110 volts or 220

• DC or AC any cycle



*Available in  
Chip Resistant  
White Enamel  
on Steel*



**MORPHY-RICHARDS**

*Astral*

232 S. Van Brunt St., Englewood, N. J.



DOOR  
CHIMES



TOASTER



HAIR  
DRYER



IRON



SPACE  
HEATER



SPIN  
DRYER

## trends REGION BY REGION

CONTINUED

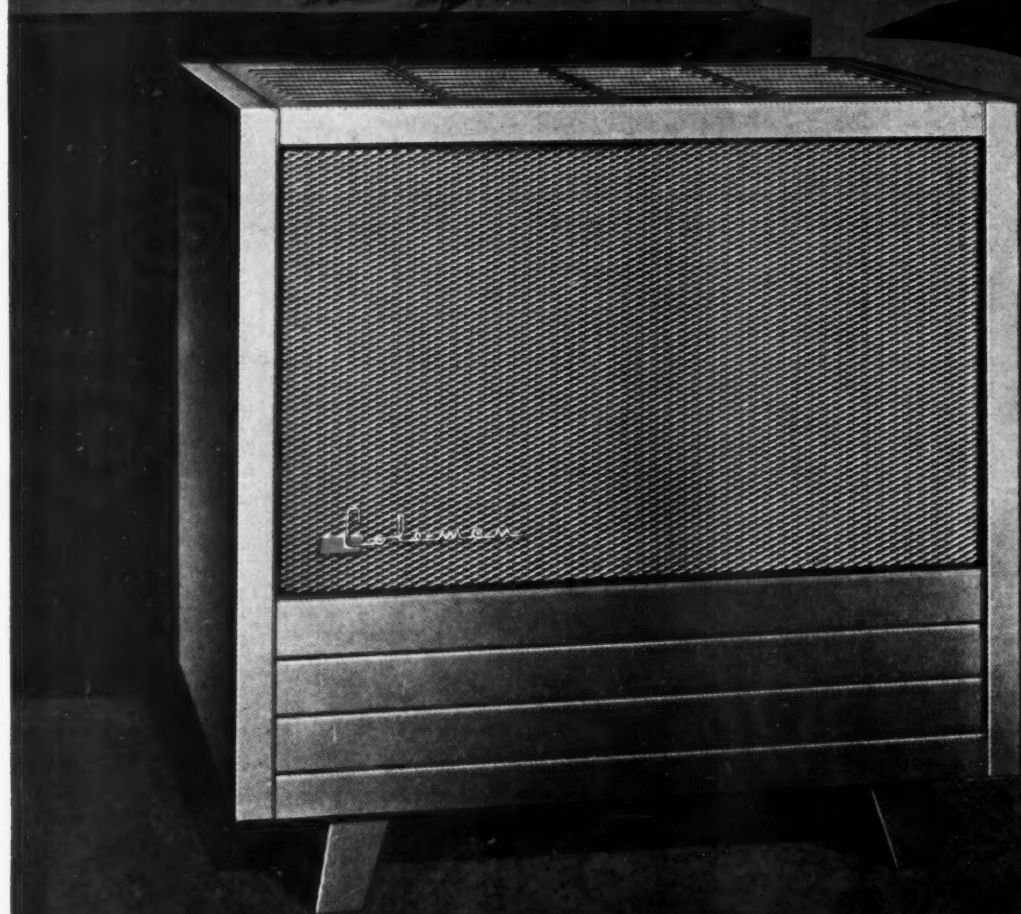
After experiencing some very shaky months during 1958, the kitchen business in northern California seems to be well back toward normal. One San Francisco-Oakland specialist reports that his business during the first quarter of 1959 is well ahead of 1958 and is rapidly passing the 1957 level. In dollar volume, he points out, there is an even greater increase because the average sale this year is running in the bracket of \$4000/\$4,500 compared to \$2,500/\$3,500 per kitchen during previous years. He attributes this increase in the cost of the average kitchen to the desire of the home owners to have more built-in appliances. He says that very few are retaining any of their older free standing appliances even if they are not more than five or six months old. He does not feel, however, that this increasing level of kitchen remodeling pricing will continue. He feels that the same demands of home remodelers will be met within a year or two at a much lower price through more use of the non-built-in built-in—the modular units already coming on the market which will cut down considerably on the cost of cabinet work in each remodeling job.

With the celebration two weeks ago of Electronic Technicians Week, two items out here deserve attention. In Arizona a group of TV shop owners, representing about a quarter of the shops in the state, have organized into the "Better Electronic Service Technicians Association" and are in the process of planning a four year apprenticeship program to meet the problem of TV service-man training. The organizers said that they are doing so because, "We are fed up with complaints and make-goods." In addition to training new servicemen, they intend to re-train the journeyman TV technician. In their initial plans in the Northwest recently, the members of the Northwest Television and Appliance Association came out in opposition to "captive service"—which they define from the standpoint of the serviceman and the servicing dealer as service which a customer must take as ordered and on the terms set by the manufacturer or distributor.

The biggest brand promotion in many a year is underway in most sections of California as G-E dealers take part in a "Trainload" sale. Beginning with its successful venture last year in the Pacific Northwest, G-E has announced the "largest single shipment ever to be sent to the Far West from Louisville" as 400 freight cars loaded with 22,000 major appliances headed for northern and southern California. *End*

Now America's only bonded line of home heating and air conditioning is bigger and better than ever

# NEW *Coleman* DECORAMA



\*May be replaced with grained accessory panels in Sahara Sand or Brazilian Bronze. Or panel may be painted in complementary color.

## the most beautiful room heater in the world

*Color-keyed to any home* — Exclusive front Decorator Panel\* for unlimited choice of color harmony. *Circulating warmth* with specially engineered heating chamber; large, one-piece top grille. *Heats up to two rooms* — 20,000 BTU input through drilled-port cast iron burner. *Safe-Cool Cabinet* directs more heat into warm air stream for extra comfort... extra safety. *Vented and A.G.A. approved. Backed by Coleman's exclusive \$500 Bond!* Write for prices, specifications:

*The Coleman Company, Inc.. Wichita 1, Kansas*

with  
changeable  
decorator panels





# how's business?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with the most authentic, timely index of retail sales yet available. It's an ELECTRICAL MERCHANDISING exclusive.

	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-washers	Room Air Conditioners	TV
<b>IN THE EAST</b>									
United Illuminating Co.	+ 6	+ 3	+ 3	- 23	- 2	- 4	- 14	- 50	+ 1
N. Y. State Electric & Gas Corp.	- 4	- 30	- 18	- 16	- 2	- 13	*	+ 50	*
Jersey Central Power & Light Co.	+ 26	+ 29	+ 3	- 35	+ 20	+ 9	+ 31	+ 214	+ 8
New Jersey Power & Light Co.	+ 39	+ 15	- 1	+ 46	+ 28	+ 19	+ 61	+ 350	+ 27
Philadelphia Electrical Assn.	+ 43	+ 41	+ 15	- 20	+ 24	- 28	+ 2	+ 18	- 5
Pennsylvania Electric Co.	+ 9	- 3	+ 13	+ 8	+ 4	+ 6	- 7	+ 75	- 3
West Penn. Power Co.	+ 22	+ 17	+ 9	+ 7	+ 21	+ 16	+ 40	+ 4	+ 17
<b>IN THE MIDWEST</b>									
Dayton Power & Light Co.	+ 39	+ 9	+ 11	- 3	+ 18	+ 27	- 21	+ 125	+ 10
Commonwealth Edison Co.	*	+ 2	- 3	+ 37	*	+ 7	+ 72	- 14	*
Kansas Gas & Electric Co.	- 4	- 29	+ 2	- 3	- 9	+ 16	- 4	+ 33	- 19
Kansas Power & Light Co.	+ 3	+ 6	- 1	- 9	- 13	+ 32	*	- 36	- 11
Nebraska-Iowa Electrical Council	+ 32	+ 23	+ 9	- 12	+ 2	+ 9	+ 48	- 17	+ 14
<b>IN THE SOUTH</b>									
Kentucky Utilities Co.	- 4	- 15	- 12	+ 4	+ 1	+ 8	+ 24	- 88	- 20
Chattanooga Electric Power Bd.	+ 7	- 20	- 8	- 11	+ 16	+ 18	**	- 8	+ 26
Nashville Electric Service	+ 17	+ 16	+ 10	+ 4	*	+ 22	*	*	*
Florida Power Corp.	+ 20	+ 103	+ 25	+ 13	+ 21	+ 45	+ 129	+ 64	+ 2
Florida Power & Light Co.	+ 56	+ 88	+ 61	+ 28	+ 44	- 2	+ 7	+ 30	- 48
Tampa Electric Co.	+ 29	+ 41	+ 48	+ 23	- 27	- 44	+ 12	+ 78	+ 3
<b>IN THE SOUTHWEST</b>									
Dallas Power & Light Co.	+ 8	+ 24	+ 20	- 29	- 37	- 3	- 30	+ 94	- 10
Gulf States Utilities Co.	*	*	- 20	+ 38	*	- 29	*	*	*
El Paso Electric Co.	+ 47	+ 47	+ 32	+ 63	*	- 30	**	+ 24	- 3
Southwestern Electric Power Co.	- 14	+ 16	+ 41	- 29	- 9	+ 10	+ 41	- 49	- 15
New Orleans Public Service, Inc.	- 2	+ 10	+ 76	*	+ 3	+ 4	+ 14	- 11	+ 3
<b>IN THE WEST</b>									
Idaho Power Co.	+ 9	- 2	+ 3	+ 3	- 1	- 24	*	*	*
Pacific Gas & Electric Co.	+ 11	+ 49	+ 48	+ 1	+ 16	+ 20	+ 54	- 41	+ 8
Pacific Power & Light Co.	+ 10	+ 9	+ 8	+ 9	+ 7	- 10	+ 26	- 63	- 22
Washington Water Power Co.	+ 9	+ 54	- 2	+ 5	+ 8	+ 7	+ 42	+ 800	- 14
<b>NATIONAL</b>									
January	+ 21	+ 18	+ 21	+ 13	+ 11	+ 2	+ 28	+ 23	- 7

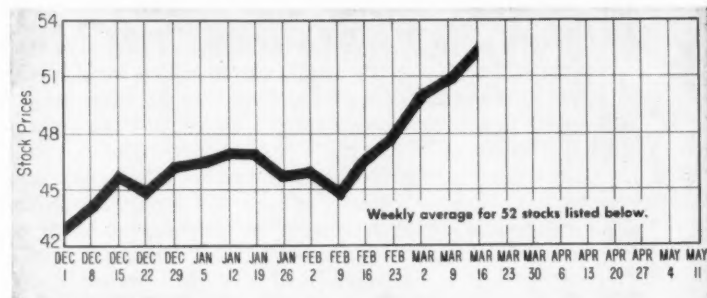
\* Not Available

\*\* Change of less than 1/2 of 1%

# taking stock:

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past month. This unique summary is another exclusive service for readers of ELECTRICAL MERCHANDISING.

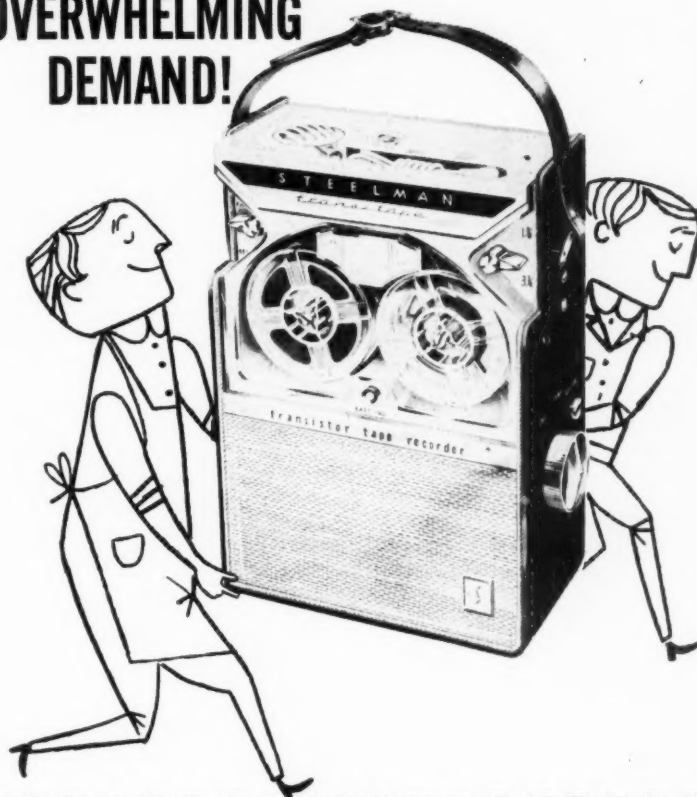
## How The Industry Behaved Week By Week



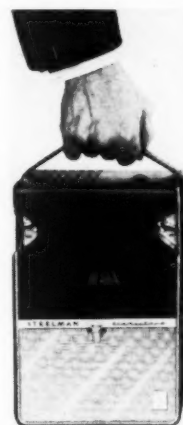
STOCK AND DIVIDEND IN DOLLARS	1958-59		CLOSE	CLOSE	NET
	HIGH	LOW	FEB. 16	MAR. 16	CHANGE
NEW YORK STOCK EXCHANGE					
Admiral	22¼	7	17%	20%	+ 2½
American Motors 1¼F	43¾	8	33%	29	- 4%
Arvin Ind. ¼D	36¾	23¾	32%	34	+ 1%
Avco .40	15	5%	12	14½	+ 2½
Black & Decker 2	64	36	59¼	62¼	+ 3
Borg Warner 2	42%	25%	39%	41½	+ 2½
Bulova .30G	20¼	9¼	14	17%	+ 3%
Carrier .40G	48½	32%	44%	45½	+ ¼
Chrysler ¼G	59%	44	53%	56%	+ 3½
Colgate Palm. 3.60	106¼	48	94%	99%	+ 4½
Decca Records 1	21¼	13%	19½	18%	- ¾
Emerson Elec. 1.60B	60%	29	51	55½	+ 4½
Emerson Radio ¾T	18¼	4½	15%	18¼	+ 2%
Fedders 1	18%	11%	17%	17%	+ ¾
Firestone 2.60B	151	82½	132½	144	+11½
General Elec. 2	83½	57	78	82¼	+ 4¼
General Motors 2	52	33%	46%	45½	- ¾
Hoffman Elec. 1	56%	21	39%	55½	+15%
Hupp ¼F	6¼	2½	5½	5%	+ ½
Magnavox 1½B	60½	30¼	51%	59¼	+ 7½
Maytag 2.40A	74½	23¼	64%	68%	+ 4
McGraw-Edison 1.40	43%	31%	37%	42%	+ 5
Mpl. Honeywell 1.60A	126½	76	117	121½	+ 4½
Minn. Mining & Mfg. 1.40	134%	73½	121	129	+ 8
Montgomery Ward 2	45	28	41	44¼	+ 3¼
Motor Wheel .15G	18%	12%	16%	16%	+ ¾
Motorola 1½	86%	35	60½	85¼	+24¾
Murray	33½	19%	28%	28%	- ¾
Philco	31%	12%	23%	30	+ 6¼
Procter & Gamble 2.20	80%	55	75	80	+ 5
R.C.A. 1A	58%	30¼	47%	57%	+10%
Raytheon 3F	70%	21½	60	66%	+ 6%
Rheem	24%	10½	20%	22	+ 1¼
Ronson .60	13¼	7%	11%	12%	+ 1
Schick	16¼	8%	14%	13%	- ¼
Scovill	29%	19	26¼	28%	+ 2%
Sears Roebuck 1A	45½	25	45	43	- 2
Servel	12%	4¼	9%	12%	+ 2¾
Smith (A.O.) 1.60B	56%	25%	49½	53¼	+ 3¾
Square D	33¼	20%	30%	31	+ ¾
Sunbeam 1.40A	66½	39½	57%	56	- 1½
Welbilt .07E	7%	1%	6	6¼	+ ¼
Westinghouse 2	81	55½	74¼	79%	+ 5%
Whirlpool 1	33%	16½	31%	32½	+ 1
White Sewing	11	4%	10½	9½	- 1
Zenith 3	278	67½	190	264½	+74½
AMERICAN STOCK EXCHANGE					
Du Mont Lab.	8¼	3	6%	7%	+ 1¼
Eureka	½	⅓	¾	¾	- ⅓
Muntz TV	2%	¾	2%	1%	- ½
Singer 2.20	54%	32%	48%	47	- 1%
Skiatron	8¼	3%	7½	6%	- ¾

A—Also extra or extras. B—Annual rate plus stock dividend. Declared or paid in 1959 plus stock dividend.  
E—Paid last year. F—Payable in stock during 1959 estimated cash value on ex-dividend or ex-distribution date.  
G—Declared or paid for this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

## WE'RE WORKING OVERTIME TO MEET OVERWHELMING DEMAND!



## STEELMAN *transitape* truly portable • 2-speed • all transistor battery operated **TAPE RECORDER**



Dealers are striking it rich with TRANSITAPE! Wherever it's shown it sells on sight...and sound. TRANSITAPE was engineered to meet the widespread need for a professional, quality, tape recorder that's *truly* portable...and popularly priced. It's a miracle of miniaturization, and it's bringing miraculous *extra* business to dealers coast to coast. Check into TRANSITAPE...it's your best bet for immediate plus profits. Call your distributor today!

Priced to retail profitably at **\$199.50**  
In its own leather case, with "mike", reels, and tape.

### CHECK THESE "NEVER BEFORE" FEATURES!

**TRULY PORTABLE**—uses standard mercury penlight cells.  
**FULLY TRANSISTORIZED**—7 transistors, 2 germanium diodes.  
**2 STANDARD SPEEDS**—3 1/4 and 1 1/2.  
**OVER AN HOUR OF RECORDING** on one reel.  
**LIGHTWEIGHT**—under 6 1/2 lbs. (less batt.).  
**PRECISION MADE**—jeweled and oilite bearings require no lubrication.  
**ILLUMINATED INDICATORS**—for overload and battery life.  
**BUILT IN, 4" ALNICO V, P.M. SPEAKER**  
**COMPACT**—only 6 1/2" x 2 1/2" x 9 3/4" high.

NATIONALLY ADVERTISED IN FORTUNE, NEW YORKER, N. Y. TIMES MAGAZINE,  
AND IN NEWSPAPERS ACROSS THE NATION! PUBLICIZED COAST TO COAST!



At meetings—a silent secretary



For family fun



On location—gets the facts

STEELMAN PHONOGRAPH & RADIO CO., INC., 2-30 Anderson Avenue, Mt. Vernon, N. Y.  
Division of Herold Radio & Electronics Corp. • In Canada, mfrd. by Electrohome, Kitchener, Ontario.

## TIDE PROVIDES THE RIGHT AMMUNITION

### The Tide Premium Plan

A big help in capturing customers. By offering a box of Tide to watch an automatic-washer demonstration, many dealers have attracted otherwise uninterested women. By offering a large supply of Tide with a machine, many dealers sell more washers—and at their price.

### The Tide Home Demonstration Plan

Rifles straight to the heart of your problem—by cutting down on money-wasting, in-warranty service calls. A Tide Home Demonstration gives a woman confidence in her new automatic—confidence in the store that sold it. Also, for each Tide Home Demonstration you receive a CASH BONUS.

### The Tide Factory Pack Plan

A direct hit with your customers—and service men. For Tide shows off your washers at their best. A good reason why 25 manufacturers pack a box of Tide in their automatics. Tests show, with Tide, automatics operate at fullest efficiency. Ask your Tide Appliance Trade Representative for details.

### Tide Cooperative Advertising

Widely effective—Tide's national advertising reaches about 70% of all U. S. homes 9 times a month! A large share features the automatic washers you sell. Your message goes out with ours! *Just one more of the many ways in which Tide takes an active interest in the automatic-washer industry—and in the men who make, service and sell the machines.*

For complete details on each of these programs and/or the name of your Tide Appliance Trade Representative, write Tide Home Laundering Bureau, 806 Gwynne Bldg., Cincinnati 2, Ohio.

PROMOTE  
WITH  
TIDE!



A Product of  
Procter & Gamble

**25 manufacturers pack Tide in their automatics!**  
**More housewives use Tide than any other washday product made!**

## economic currents

### Three Things Hold Key to Your Future in 1960

By the McGraw-Hill Dept. of Economics

A HIGH level of business now looks like a sure thing for the immediate future for almost all sectors of the economy. That's why it's a good time to take a longer look ahead at the chances for prosperity five or ten years hence.

Many economists already think so well of the future that they have labeled the next decade "The Soaring Sixties". But appliance dealers, and all other businessmen, should give some thought to their own prospects in the years ahead. Although the forecasts indicate a rising level of general prosperity, the character of the economy will be changing. And there will be important shifts in the types of consumers and in their tastes and wants.

**Key # 1: Population Growth** The key to most of these optimistic forecasts is the projected growth in our population—and the changes in its characteristics. Our population is now over 175 million. By the end of the 1960s, the Census Bureau estimates that there will be 208 million people.

Even more important to appliance dealers, however, are the estimates of the number of households for this period—for this is one indicator of how many appliances may be bought. There are now about 51 million households, and the average annual increase has been about 850,000 per year. But the Census Bureau estimates show a drop to about 600,000 a year between now and the end of 1961. This is because the last of the generation born during the depression years, when birth rates were abnormally low, will be reaching marriageable age.

Beginning around 1963, however, the Census estimates show a sharp increase in the number of new households. Annual increases will amount to close to a million for the rest of the 1960s.

**Key #2: More Working Women** Many factors will bring about important changes in the character of these households. Because of an almost insatiable desire of American consumers to better their standard of living, there will be an increasing number of working wives entering the labor force. Also, more women workers will be needed because the low birth rates of the 1930s cut down the number of men who will be in the 25-to-44 age group.

To appliance dealers the implication seems clear—women will want and need more and more labor-saving appliances.

**Key #3: Younger Families** But another important population characteristic must be considered in gauging the demand for appliances—and this is the fact that there will be a big increase in young families. The income of these new families will remain low for several years until the head of the household becomes established in his occupation. There will be an increasing demand for installment credit, for this new generation will not be able to satisfy all its wants with immediate income.



But, as has always been the case, consumers will have to be sold—for appliance dealers will face competition with other goods from many directions. Housing itself will offer competition. Because of the increasing size of families, there will be greater demand for larger houses.

There will also be competition from children's goods, from other household furnishings, from autos and a host of other items.

End



# HERE IT IS... JUST IN TIME FOR PEAK SPRING SELLING!

A preview of the second giant  
IVE BETTER...*Electrically*   
“Advertacular”... appearing

**EXCLUSIVELY**  
in the May 2 issue of



29 million times each issue, someone turns to  
your page in the Post. That's Ad Page Exposure



*A lovely way to remember her day*



**IVE**

*Elate her with a baker...*

**KNAPP-MONARCH  
REDI-BAKER**

The modern, easy way to bake. Prepares snacks or main courses right at the table or anywhere else. Bakes frozen foods, full package of biscuits, 2 frozen pies, meat loaf, full package cake. Four times faster. "Dial-A-Recipe" automatic control assures proper temperature; light signals when Baker is ready.



*Sweep her off her feet...*

**RCA WHIRLPOOL  
IMPERIAL MARK 12 CLEANER**

It's an upright—it's a canister—it's *two* cleaners in one! Electric-powered brush clicks on to give deep-down cleaning for carpets, rugs. Lightweight canister rolls easily over sills, throw rugs—provides super-suction cleaning of draperies, furniture. Built-in tool compartment. New filter seals in dust and noise.



*Quicken her cookin'...*

**KNAPP-MONARCH  
MULTI-SPEED LIQUIDIZER**

The food and beverage blender of many uses. Beats, blends, chops, grinds, liquidizes, pulverizes, shreds, purées, shaves ice. New "Multi-Speed" control switch selects right speed for every need. Has 44-ounce capacity; largest mixing jar of any blender. Smartly styled in chrome or four beautiful colors.



*Give her a helping hand...*

**RIVAL CAN-O-MATIC  
PORTABLE ELECTRIC CAN OPENER**

Completely automatic, plugs in anywhere. Nothing to install. Just press lever to open any size or shape can. Retractable legs permit opening extra-tall cans. Powerful magnet whisks away lids. Easy to keep clean—both magnet and cutter are instantly removable. Case in choice of colors... gleaming all-chrome can opener.





## BETTER...Electrically



You'll find so many new and wonderful ways to say "I care" when you choose electric gifts! Whatever special days are coming up, use this handy giving guide for lovely gifts that will keep on giving—every day of her life. See them all at your appliance or department store.

*Toast her with a roaster...*

### WESTINGHOUSE ROASTER-OVEN

Here's the newest model of America's best-selling roaster—with modern lines and all-new styling. Bakes, roasts, or cooks complete meals automatically. With Broiler-Grid, it fries, grills, or broils. Features heavy-duty handles and sturdy "Sure-Grip" lid holders. True Temp Control is easy to read. Plugs in anywhere.



*She shall have music...*

### SYLVANIA SLIMLINE NIGHT-LIGHT CLOCK-RADIO

Distinctive Slimline styling for home radio. Features sleep switch and delayed buzzer alarm. Lets her wake up to music, time household tasks, remember favorite programs. Comforting night light, famous Telechron\* timer and convenient appliance outlet. Sapphire Blue and White, Caravan Brown and White.



\*Reg. T.M., Timer Supplier

TURN PAGE

*Give her springtime all year...*

### FEDDERS FOUR-SEASONS AIR CONDITIONER

Amazing new heat-pump air conditioner brings cool, clean, mountain-fresh air on the hottest summer day — and provides even, reliable heating on the coldest day of the year. Completely automatic. Economical operation. Heat pumps can operate on 115-volt and 230-volt current. Also see complete selection of summer air conditioners.



*For the pleasure of her company*

### WARING DRINK MIXER-SERVER

The first and only portable electric mixer-server. Use it anywhere: living room, dining room, kitchen, patio, den, game room. Mixes everything in mere seconds, hot and cold drinks, soups and sauces, omelets and batters. Handsome pouring container comes in five decorator colors. Free recipe book.







*A lovely way to remember her day*



**IVE**

*Brew her a pot of pleasure...*

**SILEX  
GLASS PERCOLATOR**

World's first automatic percolator made from glass. Flavor selector lets you choose your favorite strength. Keeps coffee piping hot for hours — coffee that tastes better because it's made and served in glass. Brews 2 to 9 cups. Lights in base illuminate coffee. Brass trim with ivory or black.



◀ **TURN PAGE**

*End hard dishwashing...*

**KITCHENAID  
PORTABLE DISHWASHER**

Goes to work the day you buy it — goes with you when you move. Holds service for ten, even tall glasses and 12-inch plates. No hand rinsing needed. Hobart revolving power wash. Sanitized flowing hot-air drying. Easy-to-clean porcelain inside and out. Plus all the superior qualities of famous KitchenAid built-in dishwashers.



*Lighten her guestwork...*

**IONA  
IONABLEND**

The only blender with a handle — for safety-sure pouring and cleaning. Prepares drinks, soups, dressings, baby foods, desserts, and purées. Stainless-steel blades with "turbo" activation prevent messy whirl or swirl. Features high-style carafe container. Clover-leaf shape for perfect pouring and blending. Color choice of chrome, copper, or beige.



*Build it in her kitchen...*

**TAPPAN  
FABULOUS '400' RANGE**

The only one of its kind! Offers the modern built-in look without wall alteration. Hangs on a wall at any height, or it can stand by itself on its own handsome cabinet base. Features two separate chrome-lined ovens plus 4-in-a-line surface units that slide completely out of sight when not in use. Everything fully automatic.





## BETTER...Electrically



You'll find so many new and wonderful ways to say "I care" when you choose electric gifts! Whatever special days are coming up, use this handy giving guide for lovely gifts that will keep on giving—every day of her life. See them all at your appliance or department store.

*Add magic to her meals...*

### GENERAL ELECTRIC SAUCEPAN

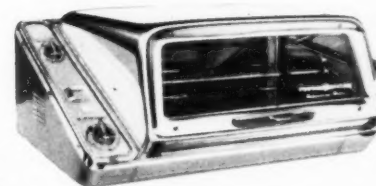
Soufflés, soups, sauces, stews, cereals, vegetables—perfect every time with new, extremely accurate General Electric temperature control. Dial correct heat—no boil-overs—no sticking! Removable control—pan can be completely immersed in water. 2- and 4-qt. sizes. 4-qt. size has convenient helper handle and fry basket.



*Liven up her menu...*

### GENERAL ELECTRIC ROTISSERIE OVEN

It's a rotisserie, a broiler, an oven! Wonderful for barbecued meats, poultry, chops, steaks—even pies and cakes! Precision thermostat gives the baking accuracy and convenience of a range oven. Timer signals—shuts off heat automatically when food's done to perfection. Tilt-top design permits easy access and cleaning. And it's portable.



TURN PAGE

*Wake her with music...*

### GENERAL ELECTRIC SNOOZ-ALARM CLOCK-RADIO

Snooz-Alarm wakes you, lets you cat-nap 7 minutes, then calls again... repeats this five times. Also features Nite-Light control—just one tap and soft light glows over the clock face. Lulls you to sleep, wakes you to music or news. Turns itself and appliances on and off automatically. Choice of smart colors.



*A good turn for her...*

### GENERAL ELECTRIC AUTOMATIC CAN OPENER

Automatically opens cans in seconds at a touch. Ends cranking, twisting, and sharp, uneven edges forever. Ceramic magnet holds cutout lids so they don't fall into food. Safety lock control holds cans secure. Easy to operate. Opens all standard-size cans. Removable cutter for easy cleaning. Smart, modern design.





*A lovely way to remember her day*



**GIVE**

*Bless her with a blender...*

**OSTERIZER  
ORIGINAL LIQUEFIER-BLENDER**

Prepares foods with a flair... adds an exciting touch to everyday cooking. Chops, grinds, grates, mixes, purées, liquefies—does dozens of tedious kitchen chores with the flick of a switch. Container opens at both ends and blades are quickly removed for easy, thorough cleaning. A wonderful gift for almost anyone.



TURN PAGE

*Whisk away her cares...*

**LADY NORELCO  
DELUXE ELECTRIC RAZOR**

New sleek boudoir design means faster, smoother "powder-puff" grooming. Twin rotary blades—no sharp edges anywhere. Rounded surface fits contours of legs and underarms. Can't nick, scrape, or irritate delicate skin. Permanently lubricated AC/DC motor. Comes in luxurious travel case.



*Ease her happy homemaking...*

**HAMILTON BEACH  
"HATBOX" CLEANER**

New "Roller Ride" cleaning action provides easier back-and-forth motion plus new cleaning effectiveness. Directed suction beats deep-dirt barrier. Light, compact design makes cleaner as easy to handle and store as a hatbox. Full-horsepower motor. Guaranteed five years!



*Keep her lovely to look at...*

**NORELCO  
DEBUTANTE ELECTRIC RAZOR**

Safe, convenient feminine grooming at an easy-on-the-budget price. So gentle she'll hardly know it's shaving. Contoured surface glides along delicate skin without nicks, scrapes, or irritation. Leaves skin feeling talcum-smooth. Attractive and daintily styled. Quick and easy to clean. AC/DC.







## BETTER...Electrically



You'll find so many new and wonderful ways to say "I care" when you choose electric gifts! Whatever special days are coming up, use this handy giving guide for lovely gifts that will keep on giving — every day of her life. See them all at your appliance or department store.

*Make her food-time fun-time...*

### GENERAL ELECTRIC RANGE — MODEL J-408

Keyboard push-button controls take over cooking automatically. Two complete ovens, automatic surface cooking unit and grill, meat thermometer, rotisserie, focused-heat broiler, easy-set oven timer, separate minute timer. Raised edge around cook-top, removable oven doors make cleaning a breeze. Available in five colors.



*Perk up her days...*

### UNIVERSAL COFFEEMATIC

Brews perfect, full-bodied coffee every time. There's no guessing, no watching, no reheating. Just set the magical Flavor-Selector to the strength you prefer. Starts perking immediately. Signals when ready, keeps coffee hot without increasing strength. Eight- or ten-cup models in gleaming chrome on solid copper.



*Give her a lady in waiting...*

### GENERAL ELECTRIC MOBILE MAID® DISHWASHER

Fully automatic. Needs no installation. "Flushaway Drain" power-washes dishes, removes stubborn particles, dries dishes sparkling-clean and sanitized. No hand rinsing. Durable vinyl-cushioned interior. Easy loading racks hold service for 10. Automatic detergent dispenser. Custom-styled with sparkling gold Textolite® counter top.



**Find Local Dealers  
Fast In The  
Yellow Pages  
Of Your Phone Directory**



Advertisers displaying this emblem make your shopping easy.

Alfred Politz' study of Ad Page Exposure, a measure pioneered by the Post, proves that each page of the Give Better Electrically "Advertacular" will be exposed to Post readers more than

**29,000,000 times.**

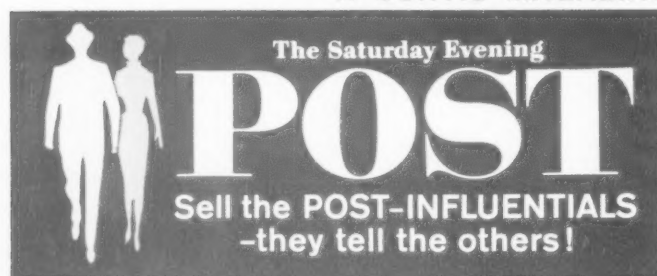
Two separate Politz studies confirm that an advertiser's message gets *repeated* in the Post—*repeat* exposures to Post-Influentials who *repeat* what they read to their friends and neighbors.

Post-Influentials are the world's greatest appliance prize — that's why electrical appliance advertisers place more pages in the Post than in in any other magazine!\*

\*P. I. B.-H:210, H:220; 1958

**29 million times each issue, someone turns to your ad page in the Post. That's Ad Page Exposure!**

A CURTIS MAGAZINE



Proved! More than 29 million reader exposures for your ad page in...

# Shavers—Etc.

**ELCO ELECTRIC SHAVEN**  
STERLING ELECTRIC CO  
2429 Farnam, Wt.

## ELCO SPEEDSHAVERS

New Skin-Stretcher Rim Stands  
Whiskers Erect for Below-Skin  
shaves. World Famous Rotary  
shaves. New High-Speed Motor  
designed for Life. New "Flip-  
" Cleaning. World's Largest  
Electric Shaver.



"FOR INFORMATION CALL"

FACTORY REPRESENTATIVE

J Co

JA cksn-1169

JA cksn-2421

FACTORY SERVICE

JA cksn-1169

# TAPPAN

...IN  
ANGES  
OR ELECTRIC  
first with Electronic Cooking for the home.  
GAS — ELECTRIC — ELECTRONIC

"WHERE TO BUY THEM"

DEALER

Nebraska Custom Kitchens

4601

THERMADOR BUILT

NEBRASKA

Unit

# FEDDERS

for  
round comfort. Models for every  
... budget.

EMS—Low-cost "Adaptomatic"  
any house. Cools entire house.  
LARGEST SELLING BRAND

"WHERE TO BUY THEM"

STRIBUTORS

APPLY CO

1948SWTmpl-HU 4-8707

ALERS

G & AIR

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RVICE

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W5SWdX-AX 5-5751

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RVICE

wil

# SYLVANIA

## "WHERE TO BUY THEM"

DISTRIBUTORS

NUTTER & M INC

2905 Chestn Cleveland O-Tower 1-165

DEALERS

AKRON TELEVISION & APPLIANCE

INC 561 S Arlington-----Parkwy 4-1

ATLAS RADIO & TV SERV

"Akron's Oldest Sylvania Dealer"

71 S Case-----FRnkln

BARBERTON TV & APPLIANCE

CENTER 475 W Tusc-----PI

JIM'S TV SALES & SERV INC

1078 Brow

MASSILLON RD TELEVIS

SERV 1600 Maslin

MONTROSE RAD

24 C

MALLMAN

APPLIANCE SERV

7225State-En

## GENERAL ELECTRIC APPLIANCES

We Carry Irons, Toasters,  
Mixers, Coffee Makers, Grills,  
Skillets, Saucepans, Rotisserie-  
Ovens, Clocks, Farn, Heaters,  
Heating Pads, Vaporizers, Auto-  
matic Blankets, Vacuum  
Cleaners, Floor Polishers



## "WHERE TO CALL"

SERVICE DEPT

## WASHING MACHINES

including

Freezers,

Water Heaters,

Shers, Laundromats,

Electric Clothes Dryers,

Waste Disposers.

You Can Be SURE... If It's Westingh

"WHERE TO CALL"

DISTRIBUTORS

MCCOLLUM-LAW CORPORATIP

E48Av&ColoBl

DEALERS

DENVER DRY GOODS

Downtown Store

Cherry Creek

## Whirlpool

all fab-  
Wash'n  
safer,  
matic controls end guesswork. Fea-  
built-in lint filter and Suds-Miser  
e-saving Washer-Dryer Combination.

## "WHERE TO CALL"

DEALERS

SN & APPLIANCE

ington-----Parkwy 4-1281

ore

9 S Main-PRinctn 3-5149

ce & Tire Co

Copley TEmpl 6-5557

HEmlok 4-1611

JEfrsn 5-215

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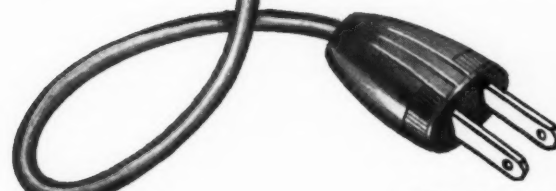
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# GIVE BETTER ELECTRICALLY... a growing opportunity for Yellow Pages advertisers!

Once again, the Yellow Pages is tying in with an industry-wide Give Better Electrically promotion... to help build local business for you! Prominently displayed in a multi-page Saturday Evening Post advertacular will be the familiar Yellow Pages emblem reminding buy-minded appliance prospects to... "Find Local Dealers Fast in the Yellow Pages of your Telephone Book."

This is another example of how this well-known emblem helps your prospects find you...helps build AWARENESS of your business. Contact the Yellow Pages man at your Bell telephone office and learn why Yellow Pages advertising is action advertising.

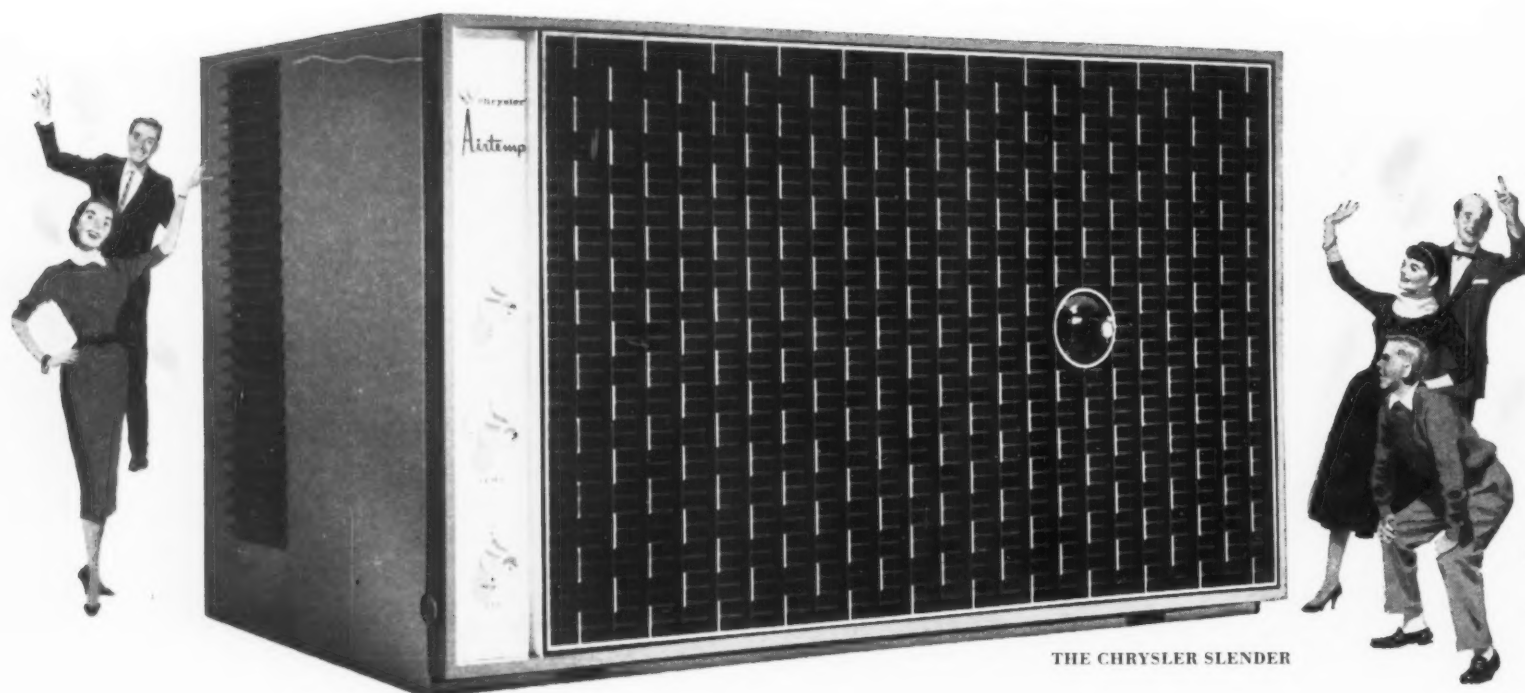


Two great emblems... One great promotion...  
build greater business for Yellow Pages advertisers.



Be a giant step ahead of competition

# SELL THE FIRST ROOM



THE CHRYSLER SLENDER

The profit's great . . .  
and the selling's easy  
with these fabulous new  
Chrysler Air Conditioners

**Biggest sales-building idea** in room cooling since the electric fan . . . and it's exclusively for Chrysler dealers. Only Chrysler units with Climate-Minder\* automatically, constantly balance temperature and humidity. They actually think for themselves to bring perfect climate . . . no matter how humid it is outside. There's a model for every market. Where customers want maximum cooling in minimum space, there's the new Chrysler Royal Slender. For the South, and any place where huge capacity is needed, there's the Chrysler Royal High Power. And for the custom look at an economy price, the new Chrysler Royal Built-In.

**They're all beautifully designed** by Chrysler's master stylists. And packed with features that sell: Vent and exhaust fan. Super-quiet night-cooling control. Dual filters. Plus special design for fast, easy installation by you or your customers. The dealer who sells Chrysler "Room Air Conditioners that Think" this summer will bank plenty of profit this fall. Want to earn your share? Contact your local Chrysler Airtemp Distributor. Or write: Airtemp Division, Chrysler Corporation, Dept. P-49, Dayton 1, Ohio.

\*Climate-Minder is standard on all Chrysler Slender, Built-In, and High Power 230 V. Royal Models. The versatile Chrysler line for '59 also includes Custom models of the Slender, Built-In, and High Power, plus the exclusive Casement and Built-In series.

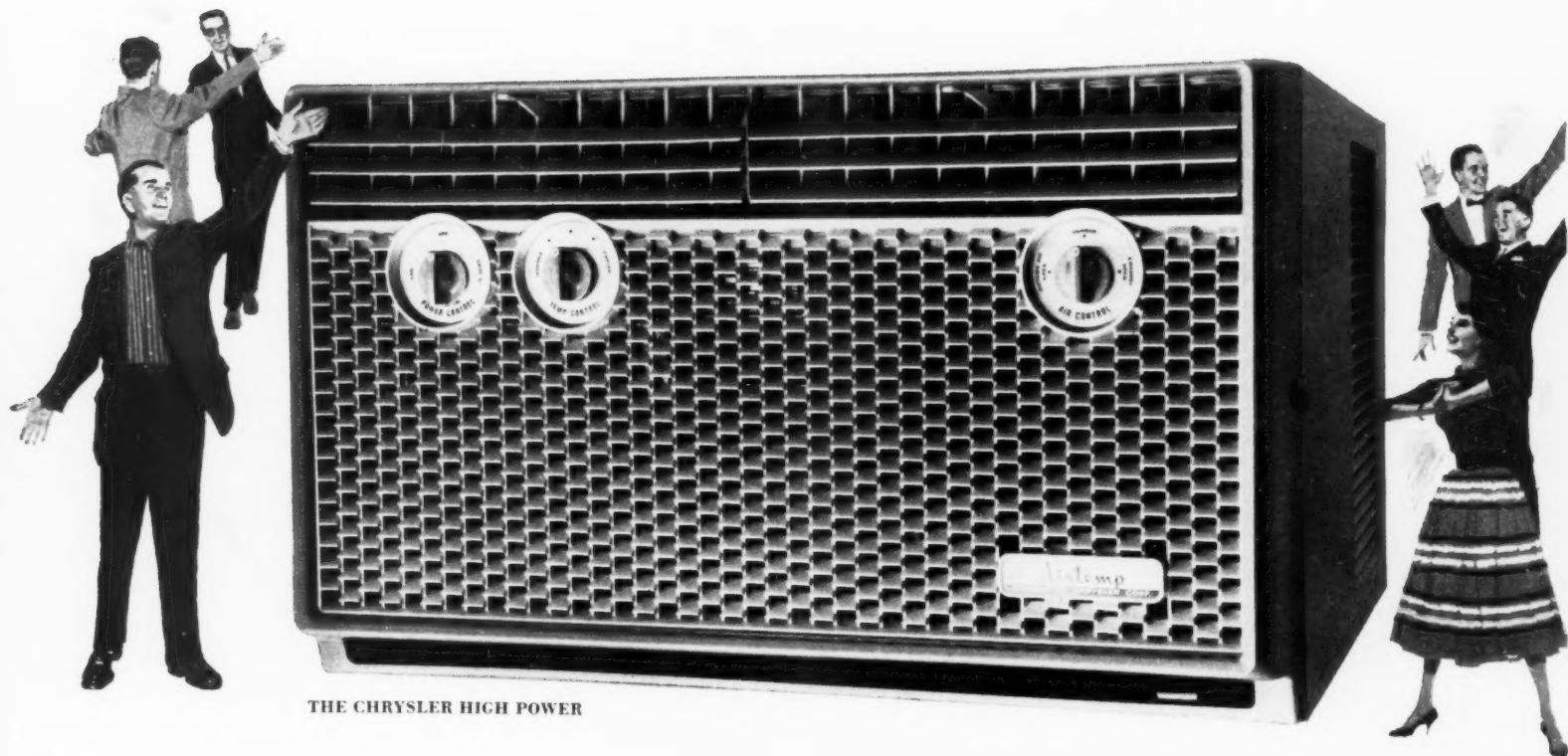
**RIGHT: THE CHRYSLER SLENDER.** All new—inside and out. Fits any conventional window without unsightly overhang. Delivers up to 10,000 BTU.

**LOWER RIGHT: THE CHRYSLER HIGH POWER.** More than twice the capacity of the largest thin unit . . . up to 21,000 BTU. Yet it actually takes less window space.

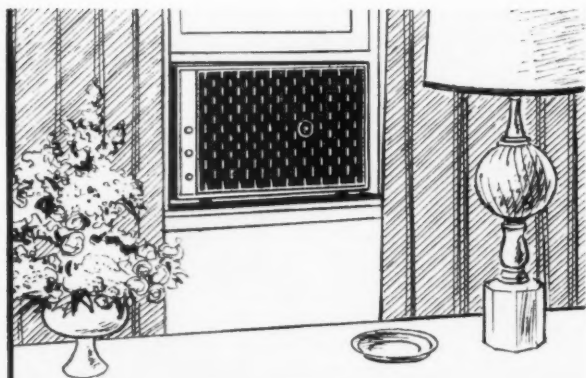
**BELOW: THE CHRYSLER BUILT-IN.** Provides the custom look . . . at an economy price. Designed for easy, slip-in installation. Up to 10,000 BTU.



# AIR CONDITIONER THAT THINKS!



THE CHRYSLER HIGH POWER



Sell Chrysler Airtemp Air Conditioning...  
and this 4-Point Program backs you up

1. **New National Advertising!** Color pages in national consumer magazines sell your prospects the Chrysler Airtemp story.
2. **New Co-op Fund!** Stretches the value of your local advertising dollars. Covers everything from ads to direct mail.
3. **New Incentive Program!** Provides an opportunity for additional rewards for volume selling. Includes trips to Paris and Rome.
4. **New Lower Prices!** Averaging 15% lower than last year. Give dealers the best chance ever to cash in on a \$480,000,000 market.

**CHRYSLER**  
AIRTEMP

means business—BIG business for you in 1959

# MORT FARR SAYS: I Confess—I've Missed The Boat on Housewares

**I**N writing this column each month, I try to present the dealer's viewpoint on matters of national interest. While I am a dealer myself and try to put into practice most of the ideas I present, sometimes they are not necessarily applicable to my own location, or my store. I must admit that I have been unable to promote and sell electric housewares in the volume a store of our type should. We are located in a good business center with plenty of foot traffic and window shopping and in fact, considerable store traffic for a strictly appliance store. Despite all of this, we have never been able to cash in on the terrific potential of the electric housewares business.

In an article in this magazine several years ago, I put forth some of the ideas that a good appliance dealer should utilize to promote his share of this business. My secretary in typing this article said "Mr. Farr this sounds good, why don't we do these things?"

Unfortunately, many of us just don't find the time or space to properly display and merchandise these items. We can blame our ineptitude on cut prices or discounts or lack of Fair Trade but at least part of the blame is ours.

**BIG—AND PROFITABLE?** Electric housewares business is close to a billion dollar a year business and promises to expand greatly. There is a terrific replacement market for irons and toasters. Three out of four customers don't own the popular electric frypan, two out of three don't have an automatic coffee maker, and one out of three don't even have an electric vacuum cleaner. In addition, we can soon expect to be selling many new items, not on the market today.

The blame for the profitless aspect of this lucrative business does not rest with the retailer alone, however.

Faced with declining sales in recent years, manufacturers have been intent on increasing volume at any cost. They have permitted distributors to sell anyone who can pay for their merchandise and some who couldn't even do that. They have closed their eyes to trans-shiping and profitless selling by distributors into each other's territories. They have cut prices and sliced margins. They abandoned Fair Trade and all attempts at holding the line in pricing at every level. None of these things sold a single electric appliance. They only allowed the public to pick our pockets and buy what they had already made up their minds to buy at no profit to anyone.



Mort Farr, Upper Darby, Pa., dealer and chairman of the board, NARDA.

**BETTER TIMES COMING.** There are signs that reflect better times ahead. Manufacturers are cutting down on the number of distributors in a market. Many distributors are getting out voluntarily. One major manufacturer has instituted a consignment program on the West Coast to test its effect on retail sales and profits (see page 62). Some of the other large manufacturers have put into effect a policy of not paying any share of co-op advertising when the merchandise is advertised below a minimum figure that is attractively below list, but permits of a living profit (See story starting on page 55).

There has been a firming up of price all along the line, gradual but noticeable.

**SHOULD I GET IN IT NOW?** We are coming into the gift season for electric housewares, and perhaps now is the time for the appliance dealer to either get back into the business or if he is in it, to determine the best way to stay in it and make some money. I have talked with many dealers recently about how they are handling their electric housewares departments; some, particularly where they do a lot of outside selling with higher commission rates and little floor traffic, say they are staying out. One good dealer who had thought he was outclassed because of the price signs on the window of a competitor across the street discovered that the store advertised a few specials but actually got a respectable profit on most items when customers came in. He jumped his business 30 percent in electric housewares in the Christmas selling season by

adapting the same tactics and got list price for a lot of popular items. Most of his featured attractions were specials and close-outs that we are familiar with in the selling of majors. Those stores doing their own financing have built profitable business by offering weekly terms which kept customers coming into their stores to pay for these small appliances. I encountered one lucky dealer who is a volume operator with lots of floor traffic who had gotten unusual cooperation from a supplier. He gets all his traffic appliance merchandise on a consignment basis, which gives him a good selection and a good back-up stock, which he pays for after he sells it. He has worked up such a terrific volume on the deal that he is earning a special discount and making money for both himself and his distributor.

**LET'S CHANGE OUR ATTITUDE.** We are going to have to realize that we are never going to return to the high profit, low-unit sales pattern in housewares, and gear our thinking accordingly. Most of us now operate on a selling mark-up of one third, or in other words, 25 percent off of the selling price. I find few dealers who could boast of a profit with much less than that percentage. This usually includes delivery costs and servicing costs, which together comes to as much as seven percent of sales. In the case of traffic appliances, there is no delivery cost and it is never necessary to send a serviceman to a home for repairs. If an appliance needs service it can usually be done in the store quite cheaply, or the manufacturer accepts the responsibility to replace or repair it. These facts should permit us to get some extra business on a basis of perhaps 25 percent on cost, or 20 percent off list. This takes some adjusting in our thinking, but I am sure it's better than defaulting the business to other types of outlets. Customers look for us to sell them all their appliances and we may lose other business if our customers shopped elsewhere for their traffic appliances.

There is no doubt in my mind that the TV and appliance dealer will always be the big factor in major appliance sales. We should shortly know if we can compete in the fields of records and traffic appliances where the items are more pre-sold and require less service. It is a big enough business to warrant our serious consideration. I don't claim to have the answers, but I hope that the next time I write about electric housewares I can relate how we got back into the business and made some money out of it. *End*



# MOBILE MAID FOR MOTHER'S DAY!



Paint your most profitable Mother's Day ever—sell G-E Mobile Maid—the ideal gift!

You get strong national advertising support in the Saturday Evening Post:



including: Four ads in 4 weeks . . . April 18—½-page ad, May 2—full-page ad, May 9—½-page ad, May 2—four-color ad, in the "Give Better Electrically" spectacular.

You get everything you need for your own rousing, local-level promotion, including:



GENERAL ELECTRIC CO., LOUISVILLE 1, KY.

...and, of course, the greatest gift Mother can get!

**General Electric Mobile Maid Automatic Dishwasher**



Flushaway Drain • No installation • Full-size capacity • Vinyl-cushioned interior • Retractable electric cord • Fingertip faucet connector • Built-in pump • Textolite® counter-top • Easy loading racks • Stainless steel impeller • 600-watt Calrod® heating element.

EVERY YEAR MORE PEOPLE CHOOSE G-E DISHWASHERS THAN ANY OTHER MAKE!



**GENERAL ELECTRIC**

# Chevy power is tough—

*proves it with big savings on  
grueling delivery schedule!*



*The '59 Chevrolet shown here is on the go day and night delivering newspapers throughout west-central Florida. It covers as much as 587 miles a day . . . runs so constantly that its engine never cools off completely! Yet the truck, with newly improved Thriftmaster 6, is delivering 19.3 miles per gallon!*

Here's on-the-job proof that Chevy's newly improved Thriftmaster 6 is set to chop your fuel costs to a new low — to save you dollars every day you go out on the job!

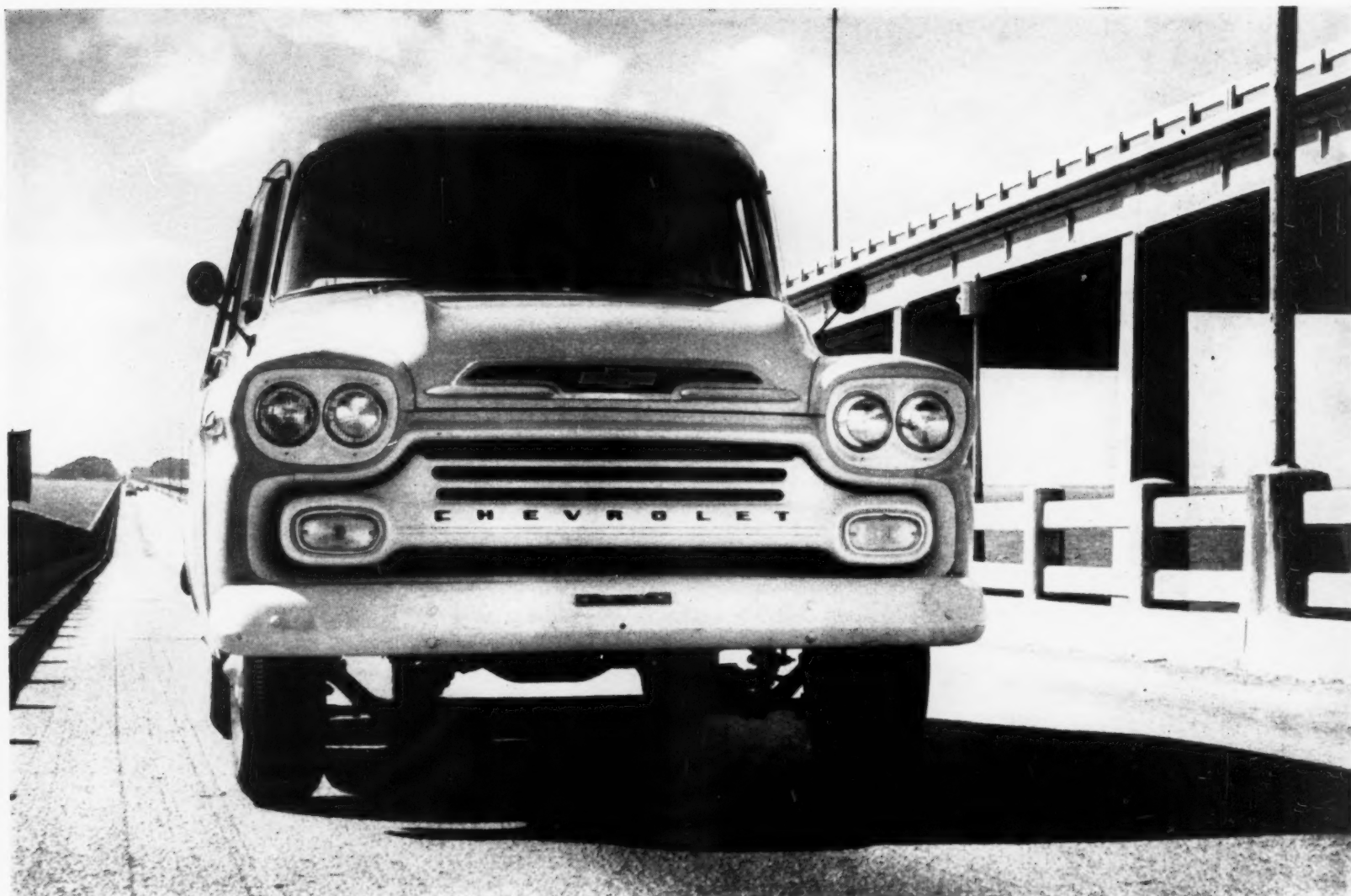
Delivering the Tampa Tribune & Times throughout west-central Florida, this truck hustles morning, noon and night to stay on schedule; keeps up a brisk pace over narrow, busy highways. It's forced to slow down and speed up continuously to meet traffic conditions and it runs so constantly that the engine never cools off entirely — yet it's averaging 19.3 miles per gallon!

Here in Florida, Chevy's 1959 Thriftmaster 6 with new Economy-Contoured Camshaft is showing its ability to keep expenses *down!*



Fighting the clock every mile, Chevy panel keeps on going — and saving — night and day.

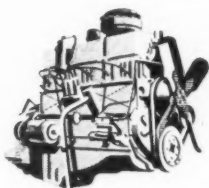
## No job's too tough for a



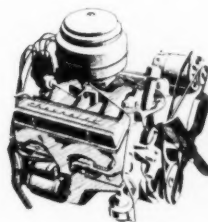
## Chevy's powered to cut costs and keep going on your hurry-up hauls!

That's for sure, whether you use light-duty pickups, panels, stakes or chassis-cab trucks — whether you prefer 6's or V8's.

Take the 1959 Chevrolet Thriftmaster 6, for example, the engine that's building such a sensational economy record in the panel truck pictured above. Standard in all Series 30 and 40 models, it offers you proved stamina and saving ability that stems from a basic construction that's tops for tough truck power: efficient valve-in-head design, durability supplied by long-lasting Aldipped exhaust valves, high-alloy steel inlet valves, forged steel crankshaft and rugged precision bearings.



And this year the 135-h.p. Thriftmaster 6 provides new refinements that assure unprecedented economy. A new Economy-Contoured Camshaft, designed to provide less valve lift and overlap, improves gas economy by as much as 10% in normal operation — and by almost 25% when the engine is idling. And a new Maximum-Economy Option\* cuts fuel consumption an *additional 10%* in Series 31 and 32 models.



Or if you're a V8 man, Chevy's *still* your best bet. Any light-duty conventional model you choose can be equipped with the big 160-h.p. 283-cubic-inch Trademaster V8\*. It offers the *shortest piston stroke* of any V8 in its field, a sure sign of more work on less fuel. And it's loaded with up-to-the-minute features

that know how to trim overhead: hydraulic valve lifters, oil bath air cleaner, full-flow oil filter, and dozens more.

V8 or 6, you'll go a long way before you see the likes of this '59 Chevy light-duty engine lineup. Actually, there's only one *best place* to go for all your trucking needs — and that's to your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*\*Optional at extra cost.*

# Chevrolet truck!





the new york

# air conditioner market

is widening fast—see the  
new New York News study

## profile of the millions—2nd edition

New York metropolitan households using one or more room air conditioners now number 460,000—and the local dealer outsells discount houses, chains and department stores combined.

PROFILE OF THE MILLIONS—2nd Edition gives you current data on eleven appliance classifications, with age and purchase source. PROFILE is not merely an appliance survey, but a comprehensive study of the whole New York market, based on 10,175 personal interviews. The research was done by W. R. Simmons & Associates Research, Inc., after consultation and in accordance with the recommendations of the Advertising Research Foundation.

In family income, home, and automobile ownership PROFILE shows astonishing increases since 1954—highlights the New York market as the best sales opportunity in the country. Newspaper readership, correlated with all other data, shows the share of the market each New York City newspaper offers.

The data in PROFILE can save you shoe leather, time and expense—permit better planning and avoid unprofitable diversion of sales and advertising dollars.

Before your next year's program for the New York market is set, by all means find out about important new facts available only in PROFILE. Presentation by appointment only. Call any New York News office.

***The Daily News has 350,000  
adult readers in households  
with room air conditioners***

120,000 more than any other morning paper

170,000 more than any evening paper

120,000 more than the Times

170,000 more than the Mirror

170,000 more than the  
World-Telegram & Sun


200,000 more than the Post

210,000 more than the Journal-American

250,000 more than the Herald Tribune

Source: Profile of the Millions—2nd Edition



**THE  NEWS, New York's Picture Newspaper**

*More than twice the circulation, daily and Sunday, of any other newspaper in America.*

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—55 Montgomery St., San Francisco 4  
3460 Wilshire Blvd., Los Angeles 5—Penobscot Bldg., Detroit 26—27 Cockspur St., London S.W. 1, England



# SYLVANIA

stereo High Fidelity

- *engineered for the ultimate in sound!*
- *priced for top sales volume and profit!*

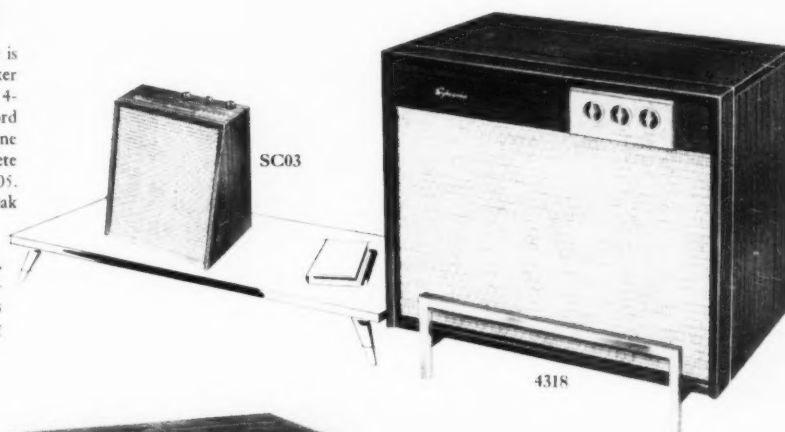
Now, you can offer the very finest in stereophonic sound equipment—perfectly balanced components engineered for the most discriminating ear, and priced volume sales.

SYLVANIA has designed, built, and priced these beautiful stereo combinations to be aimed straight at the large, profitable middle-income market.

## Quality Stereo Combinations

**Stereo High-Fidelity Phonograph Model 4318.** Here is a superb instrument, with a perfectly balanced 3-speaker sound system and powerful 20-watt amplifier. Deluxe 4-speed automatic record changer plays all current record speeds and sizes. Features perfectly counterbalanced tone arm and convenient up-front controls. Provides complete stereo with SYLVANIA sound extension systems SC03, SC05. Beautiful cabinetry in luxurious Mahogany and Blonde Oak grained finishes.

**Matching Sound Extension System SC03.** A space-saving, furniture-matched sound extension, complete with dual 8" and 4" speakers plus amplifier. Ideal for customers wanting true two-unit stereo in limited space.



**Stereo High Fidelity Phonograph Model 4321.** A superb high-fidelity instrument. Adds additional depth and listening pleasure to all current 33 1/3, 45 and 78 RPM recordings. Distinctive cabinet styling, furniture finished on all sides to serve as attractive room divider. Features 4-speed automatic record changer, stereo cartridge, dual diamond, sapphire-tipped stylus. Perfectly balanced sound system includes four heavy-duty, tone-matched speakers, and powerful 20-watt amplifier. Available in Mahogany and Blond-Oak grained finishes.

**Matching Stereo Extension System SC08.** For the exciting depth and direction of stereophonic sound to your high-fidelity listening, add optional sound-extension system SC08. Features matching 15" woofer, 10" mid range, and two 4" tweeter speakers. Twelve-foot audio cable allows most convenient room placement.

Now's the time to be a SYLVANIA **stereo** DEALER

# AND NOW

## Have an "All-Electric

### Here's Your "All-Electric Kitchen Carnival" Line-up

#### NETWORK TV

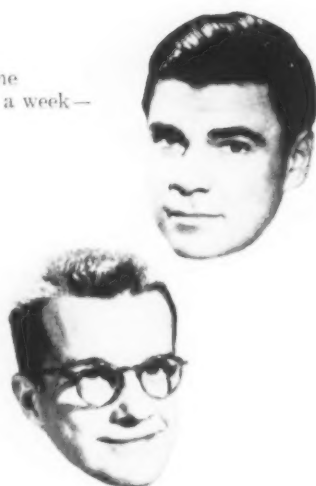
3 big coast-to-coast daytime  
NBC-TV shows—one day a week—  
16 million viewers.

*The Price is Right*  
with Bill Cullen  
11:00-11:30 am EST\*

*Young Dr. Malone*  
3:00-3:30 pm EST\*

*County Fair*  
with Bert Parks  
4:30-5:00 pm EST\*

\*Check your local time.  
If your area goes on  
daylight saving during April-May,  
time, of course, will change.



#### LOCAL SUPPORT

Your local electric light  
and power company  
can offer strong  
advertising and  
promotional support, too.  
It's easy for you  
to make the "All-Electric  
Kitchen Carnival"  
a very special event  
in *your* store.



#### NATIONAL MAGAZINES

Spectacular, full color, two-page spreads,  
reaching over 30 million homemakers—

*The Saturday Evening Post*—April 4  
*Life*—April 20



#### THE SELLING EVENT—

8-week "All-Electric Kitchen Carnival"

Gay, inviting point-of-sale materials identify your store as  
the place to buy during the "All-Electric Kitchen Carnival."  
And the full strength of national advertising, plus manu-  
facturer support will focus attention on all your electric  
kitchen appliances—bring customers to your store ready  
to BUY NOW.



# Kitchen Carnival!"

## Phase 2 of the Multi-Million Dollar Program to Create More Electric Sales Swings into Action For You April 1

During April and May, this all-out effort will be concentrated on all the *electric appliances* used in the kitchen—a tremendous force to help you move merchandise.

## what you do

Cash in on this multi-million-dollar program—use the national theme—have your own All-Electric Kitchen Carnival—get your share of the sales this coast-to-coast event will create.

Check your manufacturer and distributor for their tie-in plans.

Remember, this is a continuing program to build sales by selling "All-Electric Living"—and it's gaining momentum every day!

**Watch for news about "All-Electric Laundry Festival"  
during September—October**

The National Electric Living Program is an all-industry program Sponsored by Edison Electric Institute (the Association of Investor-Owned Electric Light and Power Companies).



**LIVE BETTER**  
*...Electrically*

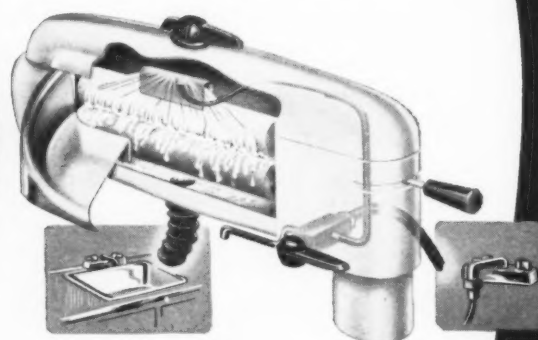
Easy demonstration . . . quick, clean sales!

# New **Blackstone** Rinsing Wringer Washer

wonderful for  
wash-and-wear fabrics!



Model WRA-3OR



## HERE'S HOW IT RINSES

Fresh clean water at selected temperature is brought by hose from the laundry tap. Cascading over the wringer rolls, it thoroughly and continuously rinses clothes as they go through the wringer. Soap scum and dirt are sent into the wringer drain hose, not back into the tub.

The regular agitator power rinse is used for regular, heavy washes. But for shirts, linens, small loads, and especially wash-and-wear fabrics, the control is set to "rinse" right at the wringer.

Fresh water not only rinses clothes clean but helps to prevent "wrinkle setting" by cooling the fabric. Wringer rolls are automatically washed clean of detergent. Rinsing control is also handy for filling tub. So simple!

## *Another Star in the All-New Blackstone 1959 line*

This is just the kind of added extra that makes the all-new Blackstone line of automatics, wringer washers, gas and electric dryers so outstanding. Get in touch today. Blackstone Corporation, Jamestown, New York.

**STEP AHEAD WITH**  
**Blackstone**

AMERICA'S OLDEST WASHER MANUFACTURER  
SINCE 1874

# A New Star is Born

to the wonderful Snooz-Alarm® clock family

With Gay Snooz-Alarm clock you can offer your customers a choice of a complete line in style, color and price of General Electric Company's brand of repeat alarm clocks that wake you, let you snooze, then wake you again. This alarm idea is the hottest product innovation in the industry, and sales at retail prove its popularity.

Gay Snooz-Alarm clock with plain dial (Model 7H262) has beige case at \$6.98. Luminous (Model 7H262-L) at \$1 more is color-styled in antique white or pink cases.

The see-through Gay Snooz-Alarm clock SHO-PAK measures about one-half square foot for convenient counter display. It contains one plain dial and two luminous Gay Snooz-Alarm clocks (one of each color) individually packaged, with picture window fronts to keep the clocks clean and fresh. An ingenious header card, with why-you'll-want-me copy, can straddle all three see-through cartons—just two—or only one. This gives you a selling display that keeps working as it sells!

Here's how you make your full profit:

Total retail . . . . .	<b>\$22.94</b>
Suggested price to retailers—	
2 or more paks (Deal 1-59) each . .	<b>14.23</b>
Full retail profit . . . . .	<b>8.71</b>
1 pak at \$15.15	

## AND A SUPPORTING CAST LED BY NEW, THIN AND LOVELY Contour

Thin Contour (Model 2H115) is wall-hugging and style-right at \$5.98. It has a fresh oval shape, and it's color-styled in pink, red or yellow. Handy pendant set, easy-to-read dial.

To stimulate Spring sales, stock up now on the brand-new Gay Snooz-Alarm clock and the new and different Contour.



GAY SNOOZ-ALARM CLOCK  
MODEL 7H262

## AND THE STAR COMES "ON STAGE" IN FABULOUS SHO-PAK

With picture window fronts of clear plastic



### New weekly General Electric TV show to help you sell more Snooz-Alarm clocks!

Hard-sell Snooz-Alarm clock commercials will be scheduled on every program on THE G-E COLLEGE BOWL, an exciting television show working for retailers. This half-hour program is telecast on Sundays at 5 P.M. Eastern and Pacific Coast Time (4 P.M. Central Time) on the CBS network. It will pay you to tie in by featuring Snooz-Alarm clocks in your own advertising and displays.

**GENERAL ELECTRIC**  
*Telechron*

Clock and Timer Dept., General Electric Company, Ashland, Mass.  
Snooz-Alarm is a registered trademark of General Electric Company to identify its brand of repeat alarm clocks.  
All prices are manufacturer's suggested prices—plus applicable taxes.



*No competition last year  
No real competition this year*

# This new Fedders Four true heat pump even when

**now the famous "anywhere-any weather" air conditioner  
delivers reverse-cycle heat 40 degrees lower than  
"part-time" heat pumps...gives lower operating costs**

Here's the automatic heating-cooling air conditioner that made sales and profit history last year for dealers all over America — *now with vastly improved efficiency that makes it practical as the sole source of heating as well as cooling in many areas.*

A major engineering advance enables the new Custom Four Seasons Fedders to utilize economical reverse-cycle heating—true heat pump action—even in below-zero weather. Other year 'round air conditioners must switch over completely to costlier electric resistance heating at 40 degrees.

This ability to use nature's "free" heat in extreme weather conditions gives the Custom Four Seasons more *total* heating power and lower operating costs in the most common winter temperature ranges—14,000 BTU's of heat at 25°. At zero, it delivers 10,000 BTU's. That's as much heat as most central heating radiators provide. To supplement heat pump action in cold weather, it uses 40% less resistance heat than other so-called all-weather heat pumps to produce the same amount of heat.

Cooling power? See for yourself how its heavy-duty, four-row cooling coils and its powerful twin-cylinder compressor dissolve the heaviest mid-summer heat loads.

Why try to sell "part-time" heat pumps... switch-to-heating, switch-to-cooling heat pumps... toasters disguised as heat pumps? Americans are looking for the Fedders Custom Four Seasons—the true "anywhere-any weather" heat pump.

*They're willing to pay you a bigger profit for selling it to them.*



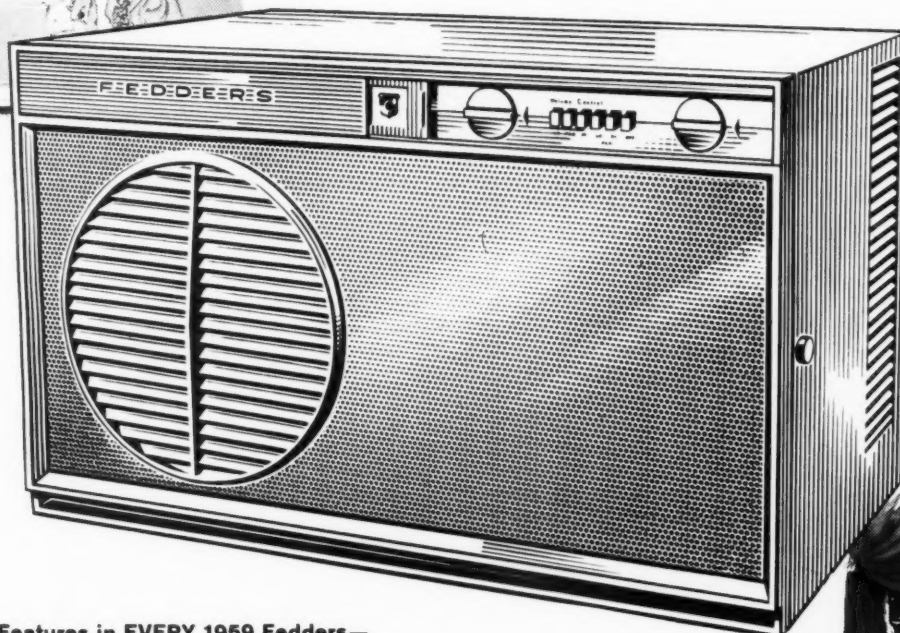
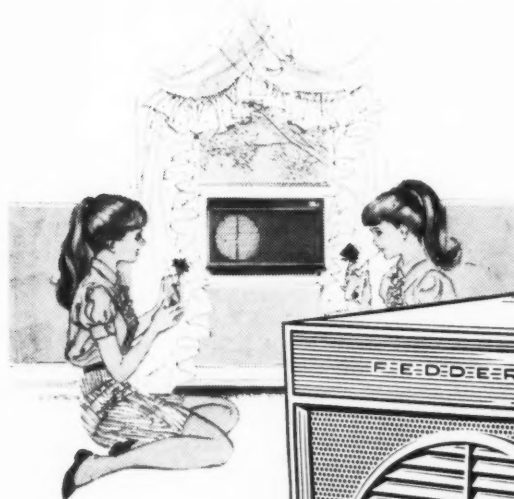
AND THEY'RE

AS QUIET AS A MOUSE... WEARING SPONGE-RUBBER SHOES

59

# FEDDERS

# Seasons operates as a it's below zero outdoors



## High Integrity Features in EVERY 1959 Fedders— Quality extras that make quantity sales!

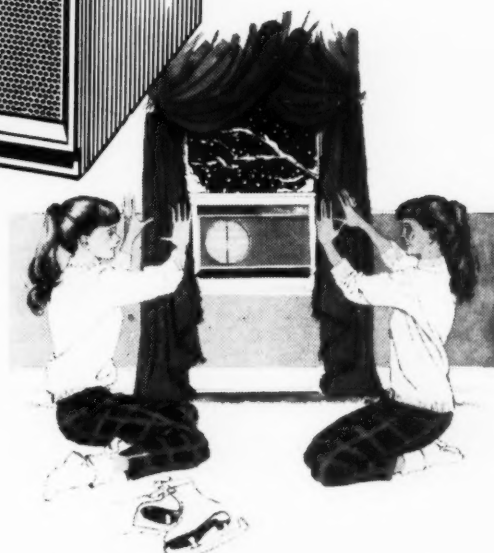
**New Volume Control**—Three-stage control system "tunes out" a range of operating sound levels—without impairing highest capacity performance. Makes every Fedders as quiet as a mouse... *wearing sponge-rubber shoes.*

**Most powerful Twin-Cylinder Compressor available**—Extra piston displacement increases basic cooling capacity to handle heavier heat loads.

**Nothing less than three, four or five-row Cooling Coils**—Heavy-duty condensers and evaporators develop full capacity of high-power, twin-cylinder compressors.

**Voltage Compensator**—Adjusts in minutes during installation to assure effective performance, even where house voltage is inadequate.

**Plus Fedders Exclusives:** Deep-Cold Cooling Reserve... Famous "Thin... and Low" styling... Twin-Seal Weatherguard... zinc-coated cabinet for rust-resistance... Lifelong aluminum filter.



**NEW LOW-COST DELUXE FOUR SEASONS, TOO**

## Air Conditioners and Year 'round Heat Pumps of the HIGHEST INTEGRITY

you can't  
pass up gas



if you're in  
the appliance  
business.



# Welbilt

*low priced 36" gas range  
"Gold Star" features*



Costs Much Less!



Another first — the exciting Gas Range with all

the Gold Star features —



irresistibly priced to loosen purse strings.



Burner-With-A-Brain —



Wide Oven —



Giant

Griddle —

RADIANT

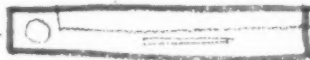
Rotisserie —



Simmer Jet Burners —

"Matchless"

Automatic Oven Ignition —



New "Square Look" Golden Backguard

HONORED SINCE 1864

**WELBILT CORPORATION • WELBILT SQUARE, MASPETH 78, N. Y.**

WELBILT CORPORATION—Manufacturers of: Welbilt Gas Ranges, Electric Ranges, Air Conditioners, Welbilt-In Ranges, Detroit Jewel Gas Ranges, Garland Commercial Cooking Equipment. Outside the U.S. and Canada: WELBILT INTERNATIONAL CORP., 405 Lexington Ave., New York 17, N.Y. Cable Address: WELBILTCO



*"Father calls me William, Sister calls me Will,  
Mother calls me Willie, but the fellers call me Bill"*

—EUGENE FIELD



*our dealer friends have  
always called us **REDISCO** so we've  
decided to make it official!*



*In commenting on this decision, Mr. C. R. Brogan, President, says:*

"We started out life with a formal name, too, like Bill in the Eugene Field poem. It was Refrigeration Discount Corporation, given to us by our parent company, Kelvinator.

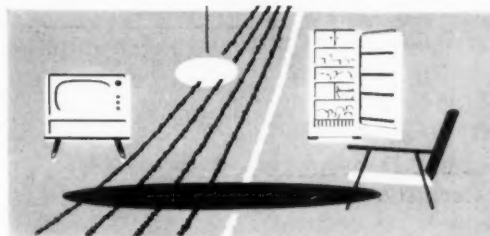
"At that time, a company like ours was unheard of. The primary purpose of finance companies then was to make profits by rendering a financial service. But our objective was to help dealers make appliance sales.

"That was in 1926. Of course, in those days, all we financed *were* refrigerators. However, over the years we have broadened our services to include sales and inventory financing of home products of all kinds.

"From the beginning, our dealer friends have always called us 'REDISCO'. It's a name we like, and one without the limitations of the original, so we decided to make it official. On March 30 of this year, marking the anniversary of a third of a century of service, we are legally adopting the name, REDISCO, Inc.

"But we want to assure our friends that only the name is changed; our purpose remains the same: to help home furnishing retailers grow and prosper through financing that promotes sales. There are many reasons why we believe we can do this better than anyone else. To get the full details, just drop a note to me at REDISCO, Inc., P. O. Box 262, Detroit 32, Michigan."

*REDISCO has been Helping Dealers Grow Through  
Financing of Products for the Home Since 1926*



**REDISCO, INC.**

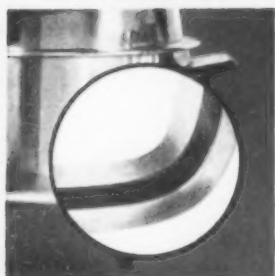
ELECTRICAL MERCHANDISING—APRIL, 1959

A subsidiary of American Motors Corp., P.O. Box 262, Detroit 32, Michigan

In Canada write N. J. Niebel, REDISCO of CANADA, Limited, 4198 Dundas St. W., Toronto 18, Ontario

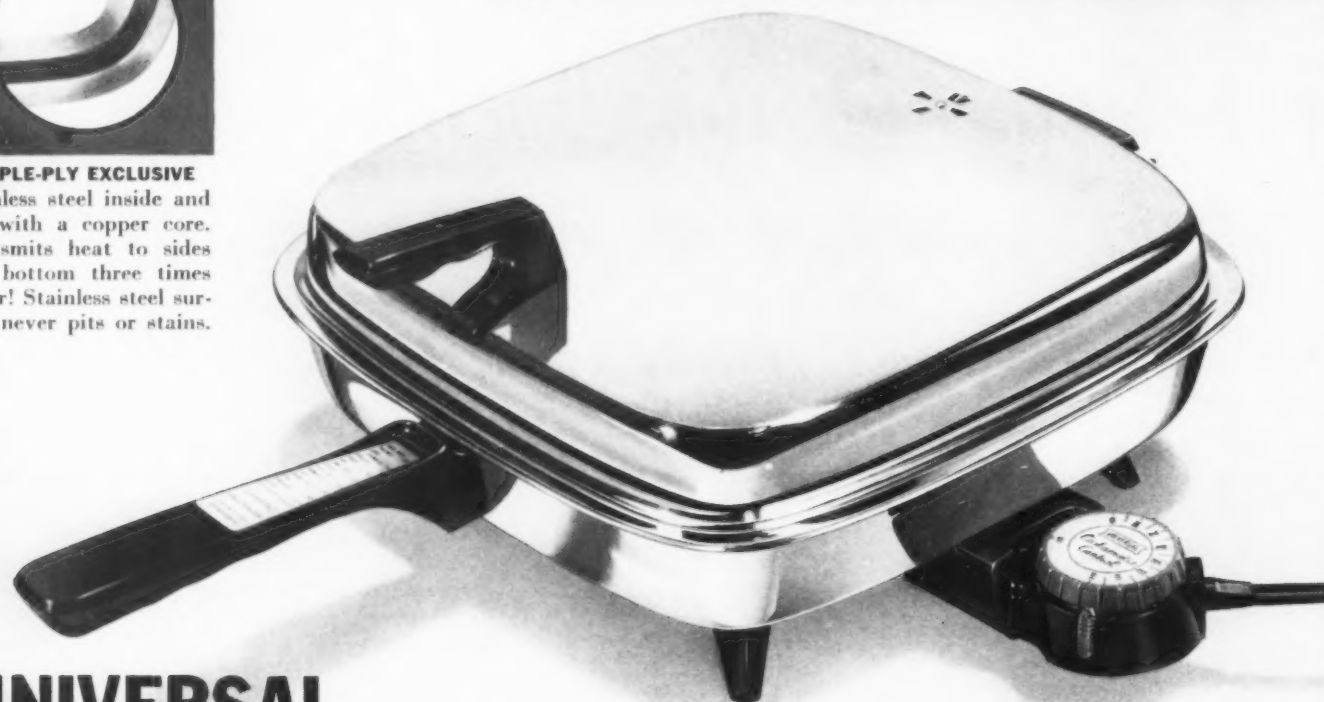
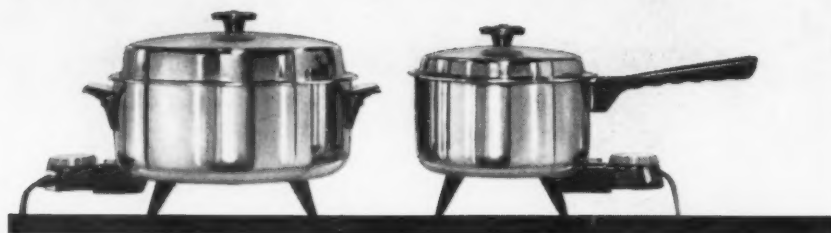
# A MIRACLE IN METAL...

for those who want the very finest!



#### TRIPLE-PLY EXCLUSIVE

Stainless steel inside and out with a copper core. Transmits heat to sides and bottom three times faster! Stainless steel surface never pits or stains.

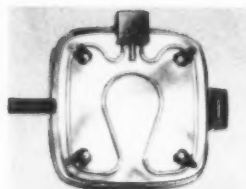


## UNIVERSAL COOKAMATIC APPLIANCES STAINLESS... FOR EASY CLEANING COPPER CORE... FOR FAST EVEN HEAT

**UNIVERSAL PRESENTS** "The finest controlled-heat appliances made!" This exclusive, triple-ply construction of stainless steel, copper and stainless steel insures better cooking and longer lasting beauty than any other on the market. Light in weight for easy use, dramatically styled for today's modern living. Whatever controlled-heat appliances you sell, you can't afford not to stock the finest of all... the new Universal Cookamatic.

#### PRICES INCLUDING COOKAMATIC CONTROL:

Large Frying Pan (cover \$5.00 extra)	\$29.95
3-qt. Saucepan and Cover	\$26.95
5-qt. Dutch Oven with Cover and Trivet	\$35.95



#### NEW TUBULAR UNIT

New shape, bonded to copper core gives even, all-over heat.



#### FLAVOR-TIGHT COVERS

Interlock with sides of appliances to keep in flavors and juices.



#### IMMERSIBLE

Wash completely under water as easily as a china dish.

# UNIVERSAL

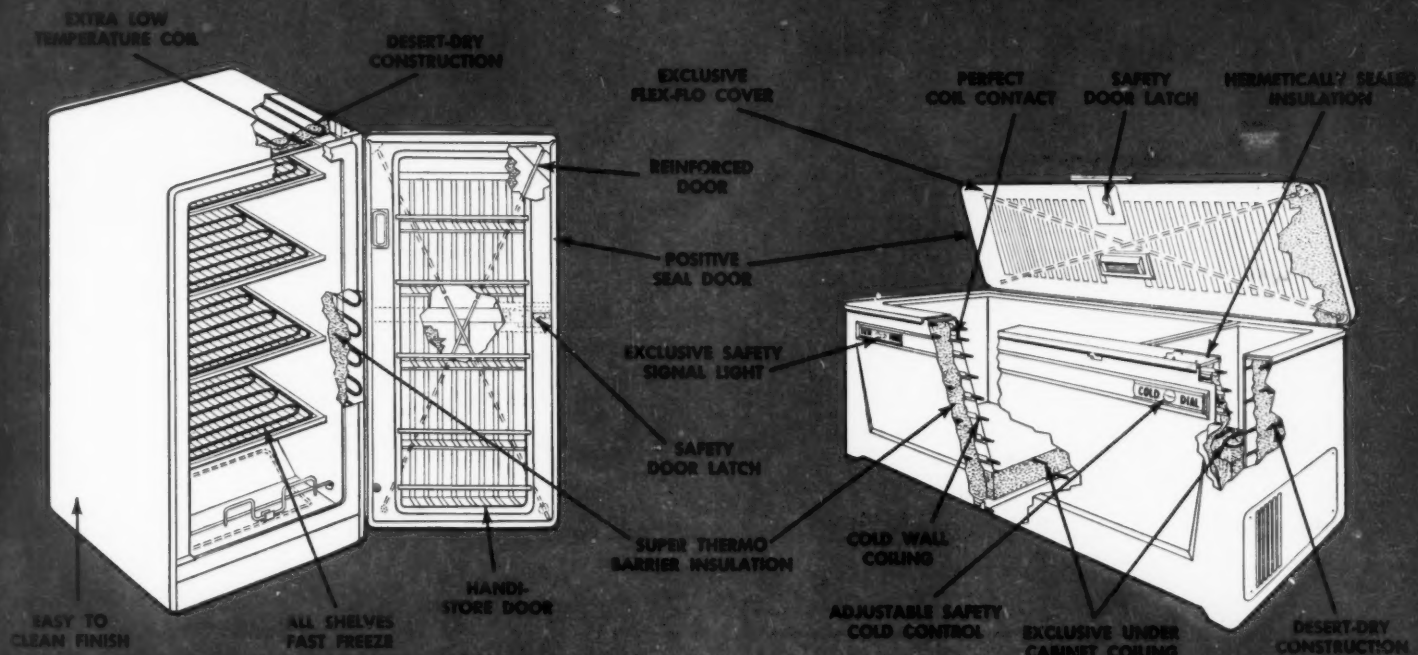
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

YOU'VE GOT MORE TO SELL...

# WHEN YOU SELL BEN-HUR

*America's Finest Freezer*

## MORE BUILT-IN QUALITY For Better Performance



## MORE CUSTOMER SELECTION from a complete line to satisfy every family



### CHESTS

Model C-109  
Model C-149  
Model C-189  
Model C-229



### UPRIGHTS

Model U-159  
Model U-209

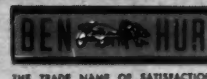


"Duet"  
FREEZER-  
REFRIGERATOR  
Model BRF-209



THE ALL NEW  
6 CU. FT.  
Model U-69

MORE customer performance protection—every Ben-Hur Freezer carries these performance seals plus a three year food protection warranty.



### MORE Merchandising Muscle

A startling new proved and tested merchandising program featuring "Live Food Display" sold 200 freezers in a five week period for one appliance dealer.\*

\*Name on request

OLDEST AND LARGEST EXCLUSIVE MANUFACTURER OF FOOD FREEZERS

### MORE Advertising Support

Big Two-Color Advertisements in LIFE  
GOOD HOUSEKEEPING  
HOLIDAY  
HOUSE BEAUTIFUL  
HOUSE & GARDEN  
LIVING FOR YOUNG  
HOMEMAKERS

TEAR  
OUT  
AND  
MAIL  
TODAY

TELL ME HOW I CAN SELL MORE  
BY SELLING BEN-HUR

BEN-HUR MFG. CO.

Dept. L9, 634 E. Keefe Ave.  
Milwaukee 12, Wisconsin, U.S.A.

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

HOW IS YOUR FREEZER BUSINESS? BEN-HUR SALES MORE THAN DOUBLED LAST YEAR!



*New! Exciting!  
Sensational!*



**NEW!  
2-BUTTON SON-R\*  
WIRELESS REMOTE  
CONTROL . . . WORLD'S  
SMALLEST AND FINEST**

- TURNS TV on
- TURNS TV off
- CHANGES channels
- ADJUSTS volume to 3 levels

**Fits into magnetic pocket on side of set when not in use.**

\*Pronounced SO-NAR.

We're blasting open the 2nd and 3rd set market with two fabulous new portable TV series totally unlike anything you've ever seen or heard! They're Portable! They're Table Models! They're remote controlled by an amazing new Son-R, tiny as half a pack of cigarettes... the world's smallest wireless remote control unit.

Admiral's new portable TV line gives you the first complete step-up program in remote control—1-button to 2-button units!

**Model P517F22 (above)**—The most versatile TV ever built. Take it to any room. Tune it from anywhere in the room with Admiral's amazing new 2-button Son-R remote control. Slimline design. Built-in antenna. 15,500 volt chassis. Black Magic picture tube. Convenient carrying handles. Touch-a-matic bar tuning at the set.

**Model P517F12 (right)**—World's lowest priced remote controlled TV! Tune it with the industry's first complete function 1-button remote control, Admiral's latest Son-R miracle. Slimline cabinetry. 15,500 volts of picture power. Touch-a-matic bar tuning at the set.

*And it's the world's lowest price remote control TV!  
Includes remote control unit! No extras to buy!  
This new concept in Son-R TV starts at*

**\$199<sup>95</sup>**  
LIMITED TIME ONLY

*See them at your  
Admiral Distributor...now!*

# New Admiral 17 inch Son-R TV...World's First Portable TV with Wireless Remote Control!

†Overall diagonal;  
viewable area,  
155 sq. in.



*Retube with genuine Admiral picture tubes and receiving tubes. Insist on genuine Admiral components.*

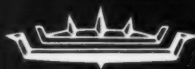
## NEW! 1-BUTTON SON-R\*

**WIRELESS REMOTE  
CONTROL . . . WORLD'S  
SMALLEST AND FINEST**

- TURNS TV on
- TURNS TV off
- CHANGES channels

**Fits into magnetic pocket on  
side of set when not in use.**

\*Pronounced SO-NAR.



MARK OF QUALITY THROUGHOUT THE WORLD

# Admiral



Sold in 90 countries...manufactured in the U.S.A., Argentina, Australia, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay - Admiral Corp., Chicago 47, Ill., and Port Credit, Canada

# Now! COOLERATOR'S 4-Point Profit Program Assures Greater Profits!

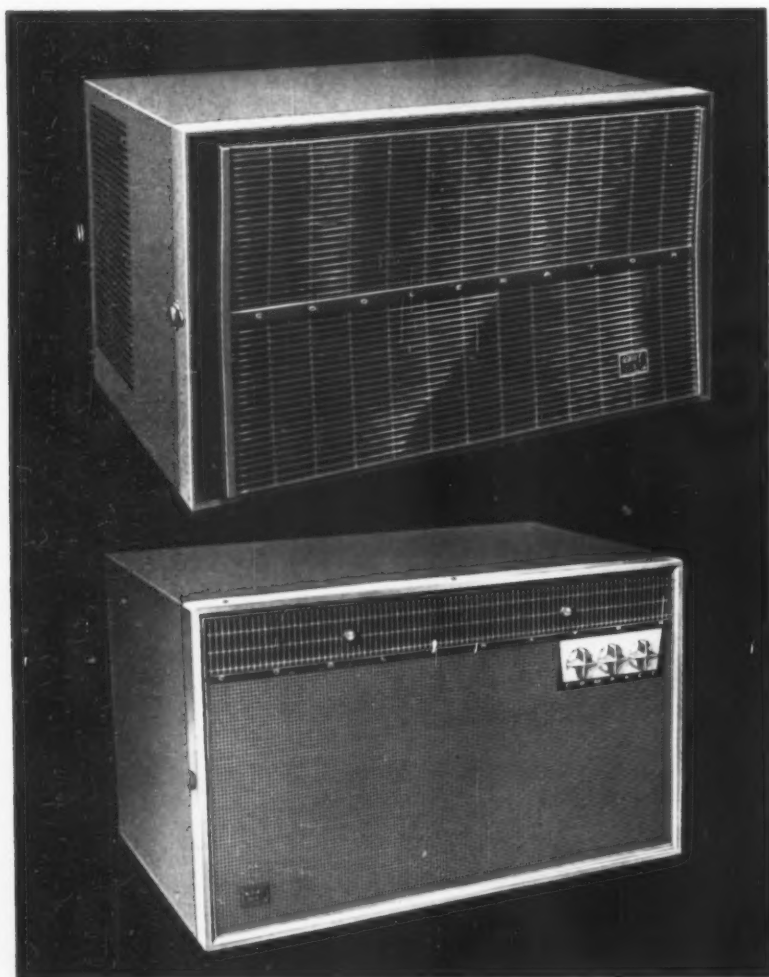
PRESENT MARGINS TOO TIGHT? HERE'S HOW TO IMPROVE THEM. ONLY COOLERATOR GIVES YOU ALL FOUR OF THESE ESSENTIAL POINTS!

**1. QUALITY!** Built-in quality and beauty of design to match anything on the market today.

**3. DIRECT FROM FACTORY PURCHASING** for longer margins, plus a nationwide system of field warehouses and service depots.

**2. FEATURES THAT SELL!** Exclusive features at no extra cost that sell against any competition.

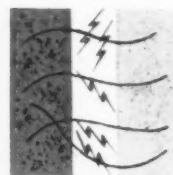
**4. PROTECTED TERRITORIES!** A market area for every dealer with territory protection for more full profit sales.



## COOLERATOR'S 1959 LINE IS DESIGNED WITH SALABLE FEATURES—OUTSTANDING BEAUTY

**NEW CUSTOM SERIES** Every feature quality buyers want and more! Electrostatic LECTROFILTER® (See below) standard equipment. Simple dial controls. Automatic Thermostat. Fresh Air In—Room Air Out. Two-speed Fan. Slide-out chassis. In 1, 1½, 2, 2½ hp models. Also Reverse Cycle models.

**NEW SUPER SERIES** (not illustrated) For budget-minded buyers. Automatic thermostat. Fresh air intake. Slide-out chassis. In 1, 1½, 2, 2½ hp and Reverse Cycle models.



**AMAZING LECTROFILTER®** The most efficient room air conditioning filter ever developed! Collects up to 95 per cent of invisible dust and pollen! Sews up the hay fever and health market for you!

**NEW COMPACT MODELS** No unsightly overhang! Only 15" deep, fit 25" openings, mount flush. Install in less than 15 minutes. Two-speed fan. Automatic Thermostat. Fresh air intake. Three 1 hp models—115 volt, 7½ amps; 115 volt, 12 amps; 230 volts.

**NEW ½ HP PORTABLE** Best seller for bedrooms. High capacity. 4200 BTU's. Automatic Thermostat. Weighs only 65 lbs. Plugs into any 115 volt power outlet. Easy to install.



MAIL THIS COUPON TODAY!

Department AC-4

Coolerator Division, McGraw-Edison Company, Albion, Michigan

Please send me information on

4-Point Profit Program

New 1959 Models.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## COOLERATOR DIVISION

**McGRAW-EDISON  
COMPANY**

ALBION, MICHIGAN





# UNIVERSAL GAS RANGE

## Springtime Sale!



LIMITED  
OFFER!

YOUR CUSTOMERS  
**SAVE \$60**  
on this brand new  
1959 MODEL!

New full-size, automatic 36-inch  
**UNIVERSAL**  
with all these quality features

**New "Springtime Sale"**  
promotional material  
now available!

You're backed by big-space newspaper advertising in selected markets—and a sound, hard-hitting promotion package with all the trimmings!

- "Burner-with-a-Brain"
- One-hour Timer-clock
- Fully Automatic Ignition
- "Air-conditioned" Oven
- Smokeproof Broiling
- "Obedient Burner" Cooking
- Big Storage Compartment

**BONUS EXTRA!** Give your customers free matching Salt and Pepper Set with range during sale!

**See your Cribben & Sexton man or call the factory today!**

# UNIVERSAL

Cribben & Sexton Company • 700 N. Sacramento Blvd. • Chicago 12, Illinois • Phone VAn Buren 6-4600

# THE CONSUMER SPEAKS ABOUT APPLIANCES....



and this new motivational research by the  
Chicago Tribune tells you the surprising things she says!

How do consumers regard your brand image? Favorably or unfavorably? You'll find the all-important answer in the Chicago Tribune's new motivational research study—the first of its kind in the appliance field.

Based on 2,000 personal interviews with housewives, this pioneering study draws a graphic picture of the basic consumer attitudes toward appliance buying. It provides thought-provoking answers to such questions as:

**How does an appliance shopper reach a buying decision?**

**Does she really have her mind made up on a brand before seeing a dealer?**

**What causes her to switch from one brand to another?**

**Can you predict which appliance she will purchase next?**

You'll find all this and much more in this new study. It offers marketing help too valuable to pass up for manufacturers, distributors and advertising agencies wanting to sell more appliances in the rich Chicago market.

Copies of this new study are not yet available for mailing, but a Tribune representative will be glad to show you a complete presentation of this new information. Why not call him today?

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

**Chicago**  
R. C. Tower  
1314 Tribune Tower  
Superior 7-0100

**New York City**  
E. P. Struhsacker  
220 E. 42nd St.  
MUrray Hill 2-3033

**Detroit**  
W. E. Bates  
1263 Penobscot Bldg  
WUodward 2-8422

**San Francisco**  
Fitzpatrick Associates  
155 Montgomery St.  
GARhield 1-7946

**Los Angeles**  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUnkirk 5-3557

<b>97<sup>85</sup></b> RCA HI-FI STEREO COMB. MFR. LIST 299.95	<b>79<sup>88</sup></b> VIDEOLA HI-FI AM/FM/SW MFR. LIST 299.95	<b>154<sup>95</sup></b> ADMIRAL RADIO Hi-Fi Radio Comb. MFR. LIST 39.95
<b>169<sup>95</sup></b> ZENITH HI-FI DELUXE COMB. MFR. LIST 199.95	<b>106<sup>88</sup></b> OLYMPIC HI-FI DELUXE COMB. MFR. LIST 199.95	<b>49<sup>95</sup></b> West German Full Stereo W/AM/FM MFR. LIST 299.95
<b>189<sup>95</sup></b>		

**FABULOUS**  
**FONOVOX FM-AM-**  
**IMPORTED**  
**RADIO PHONO COM**  
LIST PRICE \$269.95  
**\$129<sup>95</sup>**  
**NO MONEY DOWN**

**Indoor**  
**TV AERIALS**  
MFR. LIST \$7.95  
**\$1<sup>39</sup>**  
Special

**49.95 GRUNDIG MAJESTIC 12-Watt AM-FM-SW HI**  
FI Combination, magnetic pick-up, 4-speed receiver  
changer, 5 speakers.  
Silver Spring only.  
**\$18<sup>95</sup>**

**WASHINGTON'S 17" Philco Port. TV 116<sup>95</sup>**  
BIRTHDAY SPECIAL! ORIG. LIST 179.94

**WASHINGTON'S 24" Philco Console 189<sup>95</sup>**  
BIRTHDAY SPECIAL! ORIG. LIST 249.95

**WASHINGTON'S 14" Hotpoint Port. TV 74<sup>95</sup>**  
BIRTHDAY SPECIAL! ORIG. LIST 129.95

**TELEVISION**  
Orig. List \$139.95 to \$379.95  
Fri., Sat. & Mon. **\$76** UP TO \$210

**HI-FI SETS**  
Orig. List \$139.95 to \$550.00  
Fri., Sat. & Mon. **\$65** UP TO \$375

**REFRIGERATORS**  
Orig. List \$229.95 to \$519.95  
Fri., Sat. & Mon. **\$117** UP TO \$271

**Westinghouse Color TV 99<sup>95</sup>**  
BIRTHDAY SPECIAL! JUST A FEW AS IS ORIG. LIST 599.95

**WASHINGTON'S 21" TV Radio & Phone Comb. 119<sup>95</sup>**  
BIRTHDAY SPECIAL! ORIG. LIST 299.50

**WASHINGTON'S 21" RCA Victor Deluxe Console 189<sup>95</sup>**  
BIRTHDAY SPECIAL! ORIG. LIST 289.95

**519.95 GRUNDIG-MAJESTIC AM-FM-SW HI-FI C**  
bination: 4 speakers, 4-speed Box changer, magn  
pick-up, blonde lo-boy cabinet,  
Silver Spring only **\$19<sup>95</sup>**

**BEAUPUNKT STEREO**  
**HI-FI CONCERT CONSOLE**  
with COCKTAIL CABINET  
• Four Speakers  
• AM-FM-SW  
• ROTATABLE  
• FERRITE ANTENNA  
**\$169**  
NEW IN CARTONS

**469.95 Nationally Famous 1-H.P. Air**  
Cond. w/HEAT PUMP,  
Flush mount, thermostat **\$199**

**FREEZERS**  
Orig. List \$269.95 to \$449.95  
Fri., Sat. & Mon. **\$149** UP TO \$266

**WASHERS**  
Orig. List \$99.95 to \$399.95  
Fri., Sat. **\$74** UP TO \$188

## Electrical Merchandising

VOL. 91

APRIL, 1959

### CLEAN-UP IN ADVERTISING:

# FACT or FANCY?

**LAST** October—and at intervals ever since—the Federal Trade Commission has been making headlines with its all-out attack on “deceptive” advertising.

**SINCE** everybody's against sin, everybody has jumped on the bandwagon and promised to clean up their own advertising.

**BUT** no two cities are going at it in the same way. What's all right in one town is illegal in another. And in many areas the old abuses continue to appear as frequently as ever.

**IT'S** no wonder then that dealers are confused. To help them understand what's happening, ELECTRICAL MERCHANDISING's associate editor Jim Cassidy has conferred with the FTC itself and with Better Business Bureaus and leading dealers in a score of cities. From this research he has packaged the story which appears on the following pages and answers for you the three questions you have been asking yourself

1. What Is the FTC and What Is It Trying To Do?
2. How Does It Affect My Own Advertising?
3. Is It Working?

For the answers, turn the page



## CLEAN-UP IN ADVERTISING?

# These Three Key Questions Determine The Answer

### 1. What Is the FTC and What Is It Trying To Do?

The Federal Trade Commission has always been charged with stopping unfair competition. But the increase in potential violations has been so sharp in recent years that the FTC last fall issued a "guide" which spells out deceptive trade practices. As the word "guide" implies, the FTC is relying principally on voluntary compliance.

THERE is a law down in Washington with which the Federal Trade Commission can declare your newspaper advertising illegal. And, should the wheels of Justice grind exceedingly fine, your ads could bring you penalties as high as \$5,000 per violation per day if they are continued.

The statement of the law itself is fairly brief. It takes only 19 words of Section 5 of the Federal Trade Commission Act to state it verbatim: "Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful."

Section 5 has been around since 1914 when Congress passed it. In the same breath Congress also created the Federal Trade Commission as a watchdog empowered to bark whenever it smelled business cheating the public.

If you'd wanted before October 2 of last year to find out if your advertising was violating that law in order to head off an FTC complaint brought in behalf of your customers, you'd have found very little specific guidance.

But as of last October, pressured by the tremendous number of potential violations bred into business by competitive practices since World War II, the FTC offered some guidance itself.

In issuing its interpretation, the FTC zeroed in on that area of "deceptive acts" most easy to check on and the one most likely to deceive the most people, namely, advertising.

The FTC's interpretation takes the form of a publication (FTC L-4375) available free from the Federal Trade Commission, Washington 25, D. C., its eight other offices, from your local Better Business Bureau, Chamber of Commerce, your manufacturers, etc.

The guides take nine gimmicks common to retail advertising, expand on them and tell why and when they're illegal. Their goal is to protect the public by bringing about the cleanup of advertising—and perhaps to clean up all merchandising by taking the accent off price and "SAVE!"

FTC is relying on its major weapon—publicity via the mimeograph machine—in two ways: to expose to the public through the press the techniques of deceptive merchandising, to expose to the advertiser the techniques FTC considers in violation of the letter and spirit of the law in hope of "obtaining voluntary, simultaneous and prompt cooperation by those whose practices are subject to the jurisdiction of the FTC."

The guides themselves are not laws. They are interpretations which permit the FTC to determine if an advertiser is in violation of the Section 5. Even if the advertiser is in violation, the FTC can't jail him, try him, judge him, or fine him, because the FTC is a "quasi-judicial" agency of the Federal Government. In English, "quasi" means "looks like, but isn't." "Judicial" means "having the power to administer justice." The FTC looks like an

organization that can administer justice, but it can't. It can administer the law by bringing, in the name of the public, a violator to the attention of courts for somebody else to judge in the light of a Federal law.

The FTC pushes that far, however, only in a minority of the cases. Its basic purpose is to tip off the violator that he is in violation of a broad law so that he can voluntarily stop.

In addition, the FTC feels it is too small to do a really effective job. Its total staff of 744, half of which are lawyers, operates on a \$6 million budget in an economy of \$400 billion—dividing its budget almost equally between anti-monopoly and anti-deceptive practice cases under the 12 laws it administers.

Where does an FTC deceptive practice case start? With a letter from a consumer irate over a wrong done by a businessman. Some 3800 of these come to the FTC every year and are known technically as "applications for complaints." These are passed along to FTC specialists who determine if there is a violation involved within the jurisdiction of the Commission (must be interstate commerce) and shake down to 1400 "cases" a year. Most of these violators stop once they hear the FTC is around. Last year 268 were pressed farther—to FTC issued complaints on which hearings were heard before the Commission examiners in nine areas and 228 cease and desist orders were issued by these examiners. Some 40 of these became non-compliance cases and were turned over to the Department of Justice for prosecution—and that's where the fines come in for deceptive pricing cases.

FTC initiated actions usually stand up in the Courts. Of 5,000 cease and desist orders issued, only 529 have been appealed by violators; FTC won 298 cases, lost 123, 99 were withdrawn or dismissed and nine were still pending. The courts backed FTC three out of four times. More recent records are even better. From 1954 through 1957, the Courts of Appeals sustained the Commission in 64 cases, reversed nine, and in Supreme Court cases FTC won 17 and lost none.

## 2. How Does It Affect Your Ads?

The new rules apply to your advertising as much as anyone else's. And some of the things you and your competitors have been doing for years may very well be violations of the newly-published rules. Here's what to watch for when you write your next ad.

**T**HE chief target of the Commissions and of the guides is the advertiser. That's you.

The most controversial area of the guides is Section I which launches a broad attack on savings claims represented or implied in ads. Boiled down, Section I on "Savings Claims" says: no statement . . . which represents or implies a reduction . . . from an established retail price or from the advertiser's former price . . . should be used in connection with the sale price, unless (1) the saving applies to the specific article offered for sale, and/or (2) the reduction is from "the usual and customary retail price of the article in the trade area" where the statement is made, and/or (3) "the reduction or saving is from the advertiser's usual and customary retail price of the article in the recent, regular course of business," and (4) the statement clearly shows whether the reduction is from the usual and customary retail price of the article in the trade area or from the advertiser's usual and customary retail price of the article in the recent, regular course of business.

The guides are written to apply to all types of retailing, encompassing many pricing structures and techniques. Hence the legal language may appear to skirt the main point when applied specifically to the appliance business. A dealer may ask: what do they mean by the "usual and customary retail price"?

ELECTRICAL MERCHANDISING asked the FTC's Charles E. Grandey, director of the Bureau of Consultation—he's the man business goes to for FTC interpretation—for the answer. Usual and customary retail price says Grandey, means *the going price*.

Applied specifically, in a market where the going price is less than the list price, savings claims must be based on the going price—the price at which the retailer usually sells a given piece.

If the going price on a washer (whose list price is \$389) is actually \$269, an ad which offers a \$50 savings or a \$50 reduction must give the reduction of \$269 and mean that the sale price is \$219.

Unless the list price is the going price, an ad which offers savings or reductions off the list price—even if the list is speci-

fically mentioned and identified—is misleading and a violation of the spirit and the letter of the law. "Save \$120" in the above case is misleading and deceptive and is a violation since \$269 is the "usual and customary retail price of the article in the trade area, or areas, where the statement is made," and the customer could have bought it at \$269 without the implied reduction of the "sale."

A discount is in violation when the following are used as representations of the article's usual and customary retail price according to paragraph "b" under Savings Claims in the guides: "Maker's List Price," "Manufacturer's List Price," "Manufacturer's Suggested Retail Price," "Sold Nationally At," "Nationally Advertised At," "Value."

A discount ad is in violation when the following phrases are used in connection with prices represented as the advertiser's own usual and customary retail price for the article: "regularly," "usually," "formerly," "originally," "reduced," "was . . . now . . .," "made to sell for," "our list price," ". . . % off," "save up to \$ . . .," "special," "you save . . ."

Further, the guides don't stop at newspaper display advertising only. A footnote after the very first introductory sentence says: "For the purposes of these guides, 'Advertising' includes any form of public notice which uses a claim for a product however such representation is disseminated or utilized." This means that fictitious pricing at the point of sale is a violation too. Window signs, preticketing, tagging, placards, etc., can't lie either.

In short, be completely honest and you're safe. Tell the whole truth and

MORE ▶

### You Can Still Get "Borax" in a "Clean" Ad

Hard-hitting ad run by Frenchman & Sweet in Rochester, N. Y., complies fully with FTC rules, yet gives impression of "sensational" selling event. Only requirement for an ad like this: the loss of the warehouse lease and the removal sale must be genuine.

# OUT WE GO!

## WAREHOUSE REMOVAL SALE!

**Lost Our Lease**

### 4 DAYS LEFT

**TONITE-THURS.-FRI. & SAT.**

OUT WE GO . . . Here is your chance to buy brand new General Electric Appliances and furniture at really substantial savings. Some in crates, some slightly marked . . . All guaranteed . . . Hurry for choice . . .

**NO CASH DOWN—PAY NEXT YEAR**

**BETTER BUYS NOW!**

**HOW TO GET THERE**

Drive out West Main St. towards City Hall. Turn right at the first street after Hospital. Just after 400 West Main. Look for our sign.

**53 CANAL ST.**

<b>GE DRYERS</b> <small>All automatics. 12" or 14" front loading. 12" or 14" top loading. 12" or 14" front loading. 12" or 14" top loading.</small> <b>\$129.95</b>	<b>GE FREEZER</b> <small>12" or 14" front loading. 12" or 14" top loading. 12" or 14" front loading. 12" or 14" top loading.</small> <b>\$249</b>	<b>GE PORTABLE DISHWASHER</b> <small>12" or 14" front loading. 12" or 14" top loading. 12" or 14" front loading. 12" or 14" top loading.</small> <b>\$159</b>	<b>GE Comb. Refrigerator and Freezer</b> <small>12" or 14" front loading. 12" or 14" top loading. 12" or 14" front loading. 12" or 14" top loading.</small> <b>\$279</b>
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1. NAME BRAND

2. NEW SELECTION

3. NEW DISCOUNTS

4. PLANT OF CREDIT

5. SERVICE

# CLEAN-UP IN ADVERTISING?

CONTINUED

nothing but the truth and you're on the right course as according to the FTC.

And also remember that in investigating the FTC will use the eyes of the layman, the garden variety of naive walk-in customers. They will not be viewing appliance merchandising practices with the trained and strained eye of the appliance pro to whom certain white lying has become second nature in a business laden with opportunity and pressure.

For instance, the Commission states in the preamble to the guides, "Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposely printed in such a way as to mislead . . . Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression on prospective purchasers . . . Whether or not the advertiser knows the representations to be false, the deception of customers and diversion of trade from competitors is the same . . . A deliberate effort to deceive is not necessary (to make a case) . . ."

The FTC is clear too in its application of the guides to comparative pricing, comparatives, or comparison pricing.

The advertiser CAN compare "his" selling price of an article to the price at which similar and comparable merchandise is currently offered for sale or sold, provided that (1) it is clearly and conspicuously disclosed in the statement . . . that the comparison in price is being made between the article offered for sale and similar and comparable merchandise (not the same goods somewhere else or the former or going price of the same goods) and (2) that the goods compared are at least of like grade and quality, and (3) that the comparison goods be generally available in the area where the claim is made or if not available, that the fact is clearly disclosed as "being sold in New York at . . ."

No special sales can be claimed (such as "Clearance," "Manufacturer's Close-out,") unless they are truly special sales.

Two-for-Ones and One Dollar Sales, are violations if the customer must pay more than he normally would for the base item in order to get the second. Whatever the customer has to do to get the second item must be clearly stated. Half-price sales must be based on the dealer's usual price, not an inflated or fictitious list.

Factory or wholesale prices can't be claimed unless the customer can buy at the same price dealers normally do and get a saving from the usual price.

Scratches and dents, irregulars, imperfects, seconds can't be run unless the price shows the reduced price compared to the article if perfect and that the price is less than the advertiser usually sells the article if perfect.

Does the dealer alone suffer for practices which he alone is not completely responsible for? Answer, no! In the case of fictitious or unrealistic list prices, the manufacturer or distributor who sets them can be called to task.

Middleman responsibility is defined in a paragraph of the guides under preticketing. "Those who disseminate 'preticketed' price figures for use in connection with the offering for sale of articles at retail by others (even though they themselves are not engaged in retail sales) are chargeable if the price figures do not meet the standards set forth in this guide. As such they are chargeable with knowledge of the ordinary business 'facts of life' concerning what happens to articles for which they furnish 'preticketed' prices."

The FTC interprets this when extended to mean that the manufacturer who prices his goods at unrealistic margins—like the historic 35 percent when current business practice may bring 20 percent —"is putting in the hands of an advertiser an instrument of deception."

Westinghouse  
13.49

Westinghouse  
16.99

TOASTMASTER  
22.99

DORMEYER  
19.79

DURALUX  
9.99

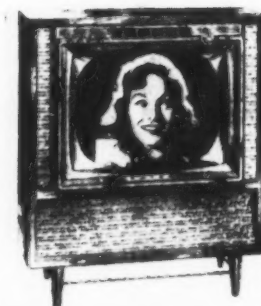
Presto  
19.79

THE HECHT CO'S 4 STORES OPEN EARLY. OPEN LATE EVERY DAY NOW UNTIL CHRISTMAS  
Washington, 8:30-5:30; New York, 7:30-10:30; Philadelphia, 7:30-10:30; Chicago, 7:30-10:30.

## A TALE OF TWO CITIES

"Clean-up" has different meanings in Washington and New York

The "new look" in retail advertising in Washington (left) has an almost institutional appearance since the ads show only current price and shun any comparisons, even with manufacturer's list. In New York, on the other hand, a dealer is considered to be "cleaning up" his ads if he shows "manufacturer's list" or "original list" as a comparative. "Original list" is used when the price shown was once a bona fide manufacturer's list but is no longer current. If price is bona fide and still current, then "manufacturer's list" may be used with blessing of N. Y. BBB.



## 21" ADMIRAL HI-FI CONSOLE TV

New "Thin as a Dime" styling. High Fidelity with 4 speaker system with plug in phono jack lets you plug in your Admiral record changer. All top front tuning. All deluxe features.

**229<sup>95</sup>**  
ORIG. LIST 309.95



### 3. Is It Working?

The answer depends on what you mean by "working". Right now the Commission and the Better Business Bureaus are inclined to say yes, largely because their initial objective was to publicize the new advertising rules. And there's no doubt that there has been plenty of publicity. Compliance, on the other hand, presents a rather spotty picture.

WHAT has been the effect at retail of the guides so far? They were adopted by the FTC October 2, 1958 and have been disseminated since by BBBs, manufacturers, etc., for guidance of retailers in creating complying ads. How clean has advertising across the country gotten?

This is difficult to check. It is also tempting to let certain spectacular reactions speak for the country as a whole. The main problem in evaluating reaction thus far is defining what's meant by "effective"?

Checking with the FTC, one finds the staff there ecstatic, but ecstatic over the amount of dissemination of the guides via the BBBs, etc., and over the publicity the guides have received in the consumer and the trade press.

Checking with the certain BBBs, with the National BBB and other sources, one finds more ecstasy over dissemination statistics again.

But actual evidence of compliance with the rules, evidence of revolutionary changes in practices is hard to come by.

One of the few national barometers is a survey of compliance conducted by the Association of Better Business Bureaus among its 65 member market BBBs. A preliminary report, with slightly less than half the precincts heard from, says achievements range locally from zero to excellent in gaining cooperation from major advertisers, media and local merchants. But over all, the achievement is "fair to good"; "press and trade paper coverage has been historic."

Though the BBBs have been the main acceleration down from the Olympia of the FTC to the merchant level, actually only 20 percent of the bureaus have held meetings with groups or individuals in their markets.

#### What Do Dealers Think

Attitudes of major retailers, according to the survey, range from wholehearted to lukewarm and indifferent. Thirty percent of the bureaus report they feel there has been improvement. One said initial improvement has already died and comparatives are now wild. But only a few bureaus say they have run into violations worthy of passing on to the FTC for investigation. Slightly more than 10 percent of the the bureaus reported greater public awareness; a few more said no change or slight change. Most say the public is still blissfully ignorant. Where the public is most aware, publicity has been given the credit. Bureaus report only isolated instances where stores have given up comparatives entirely.

#### Big City Reaction

Among the isolated cases of intense activity are Washington, New York, Chicago. In these markets, however, the goals may differ. In New York, for instance, the BBB points with pride to a degree of compliance which might be considered small—but for New York, maybe it is big. New York dealers are hewing close to their local rule which commits them to identify the

*Continued on page 93*

**price repeated to avoid confusion**

**specific identification of "free" offer**

**one price only**

**labeled as last years model**

**detailed description**

**LAST DAY! Westinghouse Surplus '58 stock sale**

Only at Lits—extra service. Gold Square Stamps! Win a prize! Bonuses, too!

**Lits Value Program low price on Westinghouse easy-laundry twins**

<b>Automatic Leanderet</b> <b>178.88</b> 1 1/2 load capacity. Revolving agitator action makes clothes clean, rinses better, cleans stuff. Clothes rinsed 10 times a minute. 58 model 1115.	<b>Electric Dryer</b> <b>138.88</b> 1 1/2 load capacity. Revolving agitator action makes clothes clean, rinses better, cleans stuff. Clothes rinsed 10 times a minute. 58 model 1115.
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**New low price! Refrigerator-freezer**

The Westinghouse "Serene" big space-saver with 50-lb. frozen food storage! Big 5 1/2 cu. ft. 58 model 51-9. **158.88**

**BONUS** 7 for who buys with year purchase! Save money get 1250 6x14 bonus stamp.

**BONUS** One year of trouble-free service—get 1250 6x14 bonus stamp. 1250 6x14 bonus stamp.

**Lit Brothers**  
6th & MARKET • 9th ST. • UPPER DARTY • COTTMAN & CANTON  
CAMDEN • THIRTON • JORDSVILLE

#### Is this the "new look" in retail ads?

Complete candor and honesty marks this ad run recently by Lit Brothers, Philadelphia department store. (Spot-lighting and marginal notes are ours.)

## SPECIAL REPORT ELECTRIC HOUSEWARES

When Fair Trade died, Des Moines dealer Duke Holst got out of the electric housewares business fast. But last Christmas, hungry for the traffic which this business produces, Holst decided to get back into housewares and to slug it out with the catalogs which dominated the market. He sold \$36,000 worth of housewares in just six weeks; his secret . . .

# He Cut PRICE and Made MONEY

by KEN WARNER



WHEN the bottom fell out of Fair Trade last year, Duke Holst of Beavertown Radio and Appliance Co. (Brac's is the trade name) in Des Moines, Iowa, started to dump, at giveaway prices. Through August, the BRAC store held on to a "representative" stock, and then, for all practical purposes, got out of housewares.

Plans in early fall were to go all out with stereo and hi-fi for Christmas, despite the inevitable drop in traffic this would bring. A good look at local catalog and discount house prices dictated this.

But around the first of November, Holst's Westinghouse distributor suggested he get back in housewares—in a big way. And after a suitable amount of negotiation, Duke Holst figured he'd give it a try.

### Back into Housewares?

The situation was a little complicated. The major complication consisted of 250,000 holiday flyers sent out by a local catalog house, offering just about all electric housewares at the standard dealer 1-6 cost. And this flyer was just an additional item to the already widespread catalogs. This catalog operation, however, with its

out-in-the-open pricing made Holst's negotiations relatively simple—he had to be able to sell at the catalog price, and there was no deal until he could.

And the catalogs meant one more thing to Holst: There could be nothing half-hearted about the new try. BRAC's did not merely go back into housewares, they went back in hard, with a bigger inventory than had ever been conceivable in the bright, easy days of Fair Trade.

As it turned out, BRAC's wasn't alone in their housewares push. Other outlets in Des Moines got into the act, with a big department store the major performer.

### How Brac's Did It

At this point, here were the things that were different than ever before:

1. Pricing was out-and-out discount—sales were at dealer cost in 1-6 lots.
2. A demonstrator was on hand from the distributor—all day every day.
3. The sale got started with a full-page ad, and there was more advertising to come.
4. The merchandise was on hand in really large quantities.
5. The store sales force was primed and ready—and excited.

When the shouting was over for that six weeks, the BRAC store had moved \$36,000 worth of traffic appliances. Margins were low, of course, but so were costs. "There's a lot of difference in the amount of time it takes to make a sale at discount prices," says Holst, who added no people for the increased traffic. "Our extra expenses were all in advertising, where the co-op helped, and of course, in inventory."

What was sold? Well, the store moved 90 Hamilton Beach fry pans—with just \$1.51 profit in each one. But most of the fry pans went out the door accompanied by \$3.95 lids—and these each represented another \$1.20 profits. In one three-day period, BRAC's moved 112 small radios. To get a price that not only met, but beat the catalog, Holst bought a gross of steam irons at one time—\$13.21 was the price (they were Westinghouse 15-5214's) in the catalog, and BRAC's price was \$12.88. The store moved 280 power drills—in December 1957 they had bought just three Sunbeam drills, and had had one left over!

### Was It Worthwhile—and Profitable?

Wonderingly, Duke Holst is now examining the whole experience point by point. The housewares business—at catalog



# ALOG PRICES

**Postoria**  
**POPPER** \$2.88

**Westinghouse**  
**MASTER** \$30.88

**11.88**

## BRACS FAMOUS BRANDS—CATALOG PRICES

### HOUSEWARES—TV—APPLIANCE

★ NO CODED PRICES! ★ LAY-A-WAYS! ★ CHARGE ACCOUNTS! ★ GUARANTEES! ★ SERVICE! ★  
 Even Santa Buys His Appliances at BRACS. He Knows There's No Lower Prices This Side of The North Pole.

<b>WESTINGHOUSE</b> Special Savings Beauty Model 4471 \$18.79 Reg. \$20.95 Powerful Tension Beauty Model 4472 \$19.95 Reg. \$22.95 Decorative Beauty Model 4473 \$15.99 Reg. \$18.95 New! Western Beauty Model 4474 \$26.42 Reg. \$34.95 24-Hr. Radio Model 4475 \$52.28 Reg. \$64.95 <b>REPEAT SELL-OUT</b> Model 4476 \$11.88 Reg. \$14.95	<b>WESTINGHOUSE</b> New Radio-Clock Model 4477 \$21.88 Reg. \$24.95 Long-Lasting Clock Radio Model 4478 \$32.84 Reg. \$40.95 Radiotelephone Model 4479 \$26.54 Reg. \$34.95 Time-to-Talk & Talker Model 4480 \$36.72 Reg. \$44.95 Radiotelephone Clock Radio Model 4481 \$24.74 Reg. \$30.95	<b>PRESTO</b> The Original Liquor Blender—The Osterizer Model 4482 \$17.88 Reg. \$20.95 Hamilton Beach Fry Pan Model 4483 \$11.88 Reg. \$14.95 Pressure Cooker Model 4484 \$17.88 Reg. \$20.95 Food Mixer Model 4485 \$13.47 Reg. \$16.95 Hair Dryer Model 4486 \$12.87 Reg. \$15.95 A. Bruce Special Model 4487 \$9.43 Reg. \$11.95	<b>REMINGTON</b> The Original Liquor Blender—The Osterizer Model 4488 \$17.88 Reg. \$20.95 Hamilton Beach Fry Pan Model 4489 \$11.88 Reg. \$14.95 Pressure Cooker Model 4490 \$17.88 Reg. \$20.95 Food Mixer Model 4491 \$13.47 Reg. \$16.95 Hair Dryer Model 4492 \$12.87 Reg. \$15.95 A. Bruce Special Model 4493 \$9.43 Reg. \$11.95	<b>CATALOG SPECIAL</b> <b>17" TV COMBINATION</b> Newest 1959 Model NOT A CLOSEOUT Model 4494 \$199.95 Reg. \$249.95 <b>HI-FI SALE</b> SAVE ON THIS BEAT Model 4495 \$18.88 Reg. \$24.95
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**SCOOP! DIRECT FACTORY SHIPMENT! EXCLUSIVE AT BRACS**  
 250 WESTINGHOUSE BLANKETS  
 1st Come • 1st Served • No Phone Orders  
 Lowest prices on electric sheets  
 MADE TO SELL For \$35.95  
 NOW ONLY 1/2 PRICE \$17.88  
 3 COLORS: PINK, YELLOW, BLUE

**SALE!**  
 NEW 1958 BIG WHEEL  
**LEWYT**  
 VACUUM CLEANERS  
 Model 4496 \$24.95  
 Reg. \$34.95

**Arvin ROOM HEATERS**  
 Model 4497 \$9.95  
 Reg. \$14.95

**Completely Automatic!**  
 Model 4498 \$27.77  
 Reg. \$34.95

**Dormeyer MIXERS**  
 Model 4499 \$24.67  
 Reg. \$34.95

Catalog prices provided the theme of Brac's newspaper advertising and in its store displays. Advertisements promised all of store's usual services (charge accounts, guarantees and service) at the lowest prices "this side of the North Pole".

prices—was profitable for BRAC's in 1958. That small margin delivered a pretty fair amount of dollars to the year's net profits. And more important, big-ticket sales set a record for Holst.

The experience has re-taught one sound lesson: Traffic is important. Without the housewares hauling them in, Holst figures he'd have ended 1958 with low or no profits. The surge in housewares money helped, but the real kicker was the big-ticket business that came with it.

#### What About the Future

For the moment, BRAC's continues the housewares splurge—left-overs and re-orders have housewares inventory now higher than it ever was in Fair Trade days—and sales are still being made profitably.

And for now, Duke Holst is continuing to meet catalog prices on housewares—out loud and loudly.

He's found that he and every other "traditional" outlet in town had let the business go by default to other outlets. He found out two other things: (1) electric housewares are volume items, and somebody sells plenty of them every Christmas; (2) the best defense just may be a good offense, even at low margins. *End*



Slugging it out with catalog houses meant more than merely cutting prices, Holst

discovered. It also involved stocking housewares in more depth and in a wider variety.



## SPECIAL REPORT ELECTRIC HOUSEWARES

The marketing pattern for electric housewares for years to come may well be determined by the results of a revolutionary experiment now underway on the West Coast. After weeks of research on the scene, ELECTRICAL MERCHANDISING'S Howard Emerson gives you an exclusive report on what's been happening and provides you with an authoritative reply to the question the entire industry's been asking . . .

# Has Sunbeam Found The Answer?

By HOWARD J. EMERSON

**H**AS Sunbeam Corp. found the answer to the electric housewares marketing riddle with the program now in its fourth month of trial in the three Pacific Coast states?

The consensus of scores of dealers in Washington, Oregon and California is that Sunbeam has come closer to the target than any manufacturer's program since the demise of Fair Trade. But, it is the consensus, too, that close to the target may not be near enough in the precarious business of retail merchandising, that Sunbeam may have to make several major modifications of its plan before putting it on a nationwide basis.

In general, the program so far has cleaned up "bait advertising" and shortly will have stopped any attempt to include Sunbeam appliances in "misleading or deceptive advertising." It has raised the actual selling price of the company's products in many market areas, and it has encouraged more dealers to feature in displays and advertising the products of Sunbeam. So far it has completely eliminated some questionable selling practices that were standard procedure at distributor level. But while it was achieving those results, it was drawing a variety of criticism from dealers who dislike the margin structure, prefer to "deal" with distributors, want more advertising allowance, etc.

Because the test plan of Sunbeam's has caused more comment in the housewares field than any action since G-E and Sunbeam dropped Fair Trade, ELECTRICAL MERCHANDISING spent three weeks talking with large and small dealers in the Far West, with distributor-agents, and with Sunbeam officials to prepare this report. We sought to find out how the plan is working and to look into the rumors, conjectures and second guessing that have been spreading across the country. Here's what we found out.

### I. Cut Price Advertising Has Been Stopped

Checks made by ELECTRICAL MERCHANDISING on retail advertising throughout the three trial states shows that:

- Off-premises bait advertising of Sunbeam products has stopped;
- Advertising by those stores that prefer to sell at the highest possible price is now beginning to roll.
- The actual selling price being obtained by dealers as a whole is higher than before the bait advertising restrictions were imposed.

- The majority of retailers are pleased with the restrictions on bait advertising.

That's the credit side of the ledger, as far as the bait advertising is concerned. On the debit side, in the opinion of a majority of dealers interviewed, is the evidence that

- Permitting advertising at 15 percent off list has standardized all advertised prices at that level.

- Because Sunbeam products can be advertised at 15 percent off list, most dealers, whether they advertise or not, find it necessary to set in-store prices at no higher than 15 percent off list.

- While the actual selling price of Sunbeam products has increased, and will go even higher when December-purchased stocks are depleted, it is still arrived at through negotiation between the prospect and the dealer in the large markets.

- Advertising (low price but not "bait") by volume purchasing mass merchandisers and other promotional outlets has stopped—cutting down on the exposure of Sunbeam products in the mass media of metropolitan areas.

To see why these conclusions can be drawn, and what effect they are having on electric housewares merchandising, one must visit a variety of dealers in different types of market areas.

#### Small Dealers Like It

The lack of bait advertising has been most encouraging to the small dealers—the appliance-TV dealers in smaller cities and towns, non-promotional hardware dealers, jewelry stores of all sizes, credit furniture concerns.

In Glendale, Calif., a small, class jewelry store owner told ELECTRICAL MERCHANDISING: "I don't have to be ashamed any more when I suggest a Sunbeam iron or toaster to one of my customers. I had been for a while because I'd never know what price to quote. Suppose it listed at \$17.95 and I asked \$15.95—the customer says 'you're joking, so and so advertised it in the "Times" Sunday for \$12.95.' I'd have to meet the price—83 cents above my cost, maybe—and give the guy 60 to 90 days open account. Now, I'm sure he hasn't seen it—the S4—advertised for less than \$15.26. If the customer has shopped a few stores he'll have found a better price, but all customers—particularly jewelry store customers—don't shop around whereas they would see the Sunday advertisements."

A middle-size appliance-TV store in the suburban area of San Francisco pointed out that he now has a full line of Sunbeam appliances out on the table where they would get good exposure to traffic—a limited quantity had been back on the shelf, Mixmasters and irons for customers who demanded them. "Now we can afford to sell—and boast to customers that we sell—at as low a price as any discount store can advertise. If someone says 'that's a pretty high price' we can answer 'have you seen it advertised for less than that?'"

A long established hardware-homewares store in Los Angeles' San Fernando Valley has a regular trade from families in an area where incomes average \$7,000 a year. "Most of our customers don't like to dicker with us about price," the store manager states. "Our Sunbeam business had dropped to nearly nothing during the last 10 months or so—instead of asking us for the appliances at the prices they saw advertised, they would buy them somewhere else. Recently that trend has changed—I believe it's because they don't see the advertising anymore."

#### Mass Merchandisers Object

Two of the largest mass merchandisers in the Far West were interviewed by ELECTRICAL MERCHANDISING. Their frank opinion of the Sunbeam program? "It's lousy!" While both of them at times were the most flagrant users of Sunbeam products at bait prices, they are not against the program only because it prohibits bait advertising. They are against it because it doesn't permit them to advertise just a little bit below everyone else, at a level which is still profitable for their type of operation. One points out: "People don't flock to my stores because they're convenient or because of the wide selection—department stores and Sears beat us on both counts—they come because we can sell at less and still give the same service and because we go into their homes in newspapers, the radio and TV and tell them just how much less we sell for. And when we can't any longer get a better price by being a volume purchaser, and we can't any longer go out and tell the public that we can sell at a better price because we buy better and we operate more efficiently—then we're talking about a product that's no good for us." Both these mass merchandisers claim that they can sell electric housewares at cost plus 17-18 percent and still make a satisfactory profit.

But, while the mass merchant type of discounter is unhappy, the closed door discount house seems quite pleased with Sunbeam's new program. These concerns, dealing only with customers who have a "card", suffered considerably after Fair Trade died. Bait advertising and even the "legitimate cut price advertising" of the mass merchants and discounting department stores made it unprofitable for the closed door houses to handle the accepted brands of small appliances—either they lost customers who previously had been "captives" because of their higher prices, or they lost money by meeting the advertised low prices. Visiting one of the oldest and most reputable closed door discount houses, ELECTRICAL MERCHANDISING found the Sunbeam line prominently displayed and tagged at 15 percent off list. The appliance manager was happy. The customers of closed door houses are "card addicts", they shop not and neither do they dicker. It was only when they were exposed to newspaper bait advertising that their buying habits changed.

#### II. A New Price Level Has Been Created

No bait advertising has had considerable effect on the price structure.

In-store prices being quoted prospects in Oregon, Washington and California are higher right now than elsewhere in the nation. The prices being realized by the dealers in these states, the actual selling prices regardless of price tags or advertised prices, is higher too. There are two obvious reasons: (1) The public in these states is not being exposed to off-premises advertising of more than 15 percent off list; (2) The new margin structure and the fact that dealers can't get "an extra three percent" by playing one distributor against another gives dealers less to play with when negotiating a sale.

But, ELECTRICAL MERCHANDISING's

travels showed, too, that in all but the smallest, and isolated, market areas, Sunbeam's "suggested list price" is nothing but a figure to cross out above the asking price on the tag—and that the asking price is pretty well standardized at 15 percent off list.

A chain of hardware stores in the East Bay area of northern California puts much emphasis on the attractiveness and scope of its homewares. In each store, every Sunbeam appliance is priced at 15 percent off list. The model 12 Mixmaster, for example, is tagged "list \$49.95, our price \$42.46". Asked why he willingly made the reduction when neither the store nor any of its competition had advertised recently, the store manager said: "Two reasons—someone will make a splurge in the 'Tribune' someday and anyone who had bought from us at list would be mad—also, it lets us offer a quality product at a legitimate saving."

In a Peninsula city, five dealers were shopped. Only one, a jeweler who admitted selling less than one unit a month, had Sunbeam products price-tagged at suggested list prices. But in every one of the other four stores, every appliance was tagged at 15 percent below list—none were lower.

There are some cases in which the dealer was pricing below this list. A large southern California mass merchandiser ignores all Sunbeam list suggestions and prices according to his formula—25 percent above cost. However, this puts his tags within pennies of the minimum off-premises prices—on the CF-5 Cooker and Deep Fryer, for instance, this dealer's price is \$21.90 compared with the \$22.06 which is 15 percent off the suggested list of \$25.95.

In northern California, one super-drugstore merchandiser offered these in-store prices: the CG wafflemaker-grill, list \$36.95, (\$31.41 at 15 percent off), at

**MORE ▶**

#### JUST WHAT IS SUNBEAM DOING?

1. Sunbeam appliances are consigned by the manufacturer to selected independent distributors who become distributor-agents. Inventory remains the property of Sunbeam and sales to dealers are by Sunbeam through these agents.

2. Two types of retailers are selected to handle Sunbeam products: (a) non-contract dealers who sell three or less units a month; (b) contract dealers who agree to display, advertise and promote the line.

3. Sunbeam will "refuse to sell, or refuse to continue to sell consigned products to dealers who engage in off-premises bait

advertising" which is defined as any price more than 15 percent below suggested list. The company will also refuse to sell to dealers who engage in deceptive advertising. These advertising rules are spelled out in separate policy statements and are not a part of the actual consignment program.

4. New margins have been set up for agents and dealers (see story for details).

5. Promotional and ad allowances go only to dealers who order \$750 or more of products at one time for shipment to one address. There is no provision for accrual on smaller purchases.

That's the framework of the Sunbeam experiment. Anyone interested in understanding how the program works, however, should keep the following factors in mind:

**The key to control** is consignment; the price to the dealer and the conditions of sale are set by Sunbeam and cannot be changed by the distributor-agent.

**The discount structure** is such that there are no price benefits for quantity purchase beyond six units.

**There is no control of in-store pricing.** Says Sunbeam: "... whatever price a dealer chooses to ask within his own store is solely his business."



## Here's How Sunbeam's Rules Have Changed Advertising on the Coast

Prohibition against advertising price cuts of more than 15 percent off list has had an important effect on the merchandising plans of retailers big and small on the Pacific Coast. For department stores in the discount-happy Los Angeles area (1) it has meant at least a temporary trend away from participation in the price cutting battle with mass merchandisers as the stores hold their advertised prices to 15 percent off list. In Spokane (2) department stores can run no-price ads without gambling that the same edition of the paper will carry the same products at bait prices. In Seattle (3) a credit jewelry firm can make a big push like this for credit business in spite of in-store prices at discount houses since the latter can't advertise lower prices and still hold franchise. And in the San Francisco-Oakland area (4) small department stores can return to active merchandising and store demos because their advertising won't be undercut by nearby metropolitan merchandisers advertising of prices more than 15 percent off list.



Sunbeam electric appliances at Bullock's low prices

10 cup percolator: It has a strength selector dial for mild, strong or in-between coffee. When coffee is ready it's kept hot until ready to serve. Sunbeam price \$27.95, Bullock's price \$23.76  
10 cup percolator: Sunbeam price \$29.95, Bullock's price \$25.45  
Medium size fry pan: Convenient fryguide; immersible with heat control removed. Sunbeam price \$13.95, Bullock's price \$11.86  
Large size fry pan: Sunbeam price \$15.95, Bullock's price \$13.56  
Removable control: Sunbeam price \$7.95, Bullock's price \$6.76

50¢ delivery charge on all department store orders.  
Houses: South Fair, Bullock's Building.



## Has Sunbeam Found The Answer?

CONTINUED

\$28.28; the T35 toaster list \$29.95 (\$25.46 at 15 percent off) at \$24.88, and so on. Sixty miles away, another super-drug-store offered the \$29.95 toaster at the 15 percent off list of \$25.46 while next to it was the 10-cup percolator, list \$29.95, (\$25.46 at 15 percent off) at \$23.28.

In such a market area as greater Los Angeles, long torn apart by the discount battle being waged between major department stores and the mass merchandisers, the Sunbeam plan has helped but not cured some of the problems. Without doubt, Sunbeam products are now being sold at prices higher than the December level—but for many dealers the price is still ridiculously and unprofitably low. However, there is a lot of hope on the horizon—and the stopping of advertisers from using Sunbeam as bait is one important factor. Another is G-E's decision to refuse co-op advertising funds if its housewares are advertised at "unsound" prices of more than 10 to 15 percent off suggested list. Removing these two brands (and the third that is expected to announce similar advertising restrictions—maybe before this article reaches the presses) from the advertising battle be-

tween department stores and mass merchandisers can do more than any other move to raise the actual selling price of electric housewares in southern California. And at the moment, that level is low. The average Los Angeleno takes 20 percent off list as the minimum he expects to pay in buying small appliances—and for a good reason, he can get at least that discount on any brand, and more if he really wants to work at it. It will take time, but without tear-sheets of a department store or mass merchant's bait advertising as a wedge, the shopper there should now become less effective in his negotiations with dealers.

It should be noted here—while referring to Sunbeam products being tagged and sold at less than the 15 percent off list—that ELECTRICAL MERCHANDISING's study of the Pacific Coast market could find no evidence to justify the rumor prevalent in the East that dealers are being threatened with the loss of the Sunbeam line if they sell in-store at less than the minimum advertised price. Distributor-agents still eagerly seek the business of the firms with the cut prices listed above. Sunbeam reiterates in every announcement that: "It is expressly pointed out that Sunbeam has an-

nounced, and will carry out the policies herein expressed unilaterally, on its own account. Sunbeam does not ask for and will not accept or enter into any agreement or understanding whatsoever with any dealer, or anyone else, regarding pricing, re-selling or advertising policies, and no distributor-agent, employee, or representative of Sunbeam has any authority whatsoever to the contrary . . . no agent or representative of Sunbeam has any authority whatsoever to establish, fix, maintain or enforce any resale prices . . ."

### III. In Practice, Margins Have Been Reduced

While the Sunbeam trial program provides a margin of 32 percent off suggested list on purchase of six units or more, the "actual" margin is only about 20 percent because prices have generally dropped to the permissible 15 percent off list level. This "realistic" margin, more than any single phase of the Sunbeam program was criticized by the dealers ELECTRICAL MERCHANDISING interviewed.

But a study of these interviews indicates that the real question is not whether Sunbeam's margins are too high but whether

Continued on page 96



## SPECIAL REPORT ELECTRIC HOUSEWARES



Cut-prices on non-electrics like these at Grabe Electric in Tucson . . .



Pull so many prospects for small appliances that the store does . . .

# \$100,000 a Year in Electric Housewares

**W**HEN Grabe Electric Company of Tucson, Arizona, found that many soft goods retailers in the city had begun to carry small electrical appliances, the company decided to "fight back." By "meeting competition with competition," the big Arizona appliance store developed a \$100,000-per-year electrical housewares volume.

Grabe Electric is one of the oldest and largest electrical appliance dealerships in Tucson. For more than two decades, Bruce Hannah, owner, has given electrical housewares top billing, with impressive displays more than 90 feet long, the length of either wall, through the narrow, elongated building. Some 13 top manufacturers are included in the \$35,000 inventory, all in top-price brackets, which F. A. Chipman, man-

ager of the department, thinks is indispensable to an operation such as Grabe's.

Until the close of World War II, Grabe was satisfied with an electrical housewares sales volume substantially lower than that of today, and sat serenely astride the local market with an excellent service department, four small-appliance promotions per year, and extensive newspaper advertising keeping up the sales figures.

Shortly after the end of the war, however, Grabe found itself confronted with a problem: the sudden blossoming out of electrical housewares departments in many competing retail stores. Included were variety stores, fashion stores, furniture houses, music stores and others. A lot of this sudden competition, of course, was of the "cut-throat" variety, and Grabe found

shortly that it hurt. A survey which Chipman took by merely walking around the stores in the downtown area and checking with jobbers, revealed that there were almost three times as many outlets in which electrical housewares were being sold, and in most instances, at discount prices, or markdowns, all of which was putting Grabe's in a bad position.

During the "council of war," which followed, Hannah and Chipman decided to "meet these competitors on their own ground."

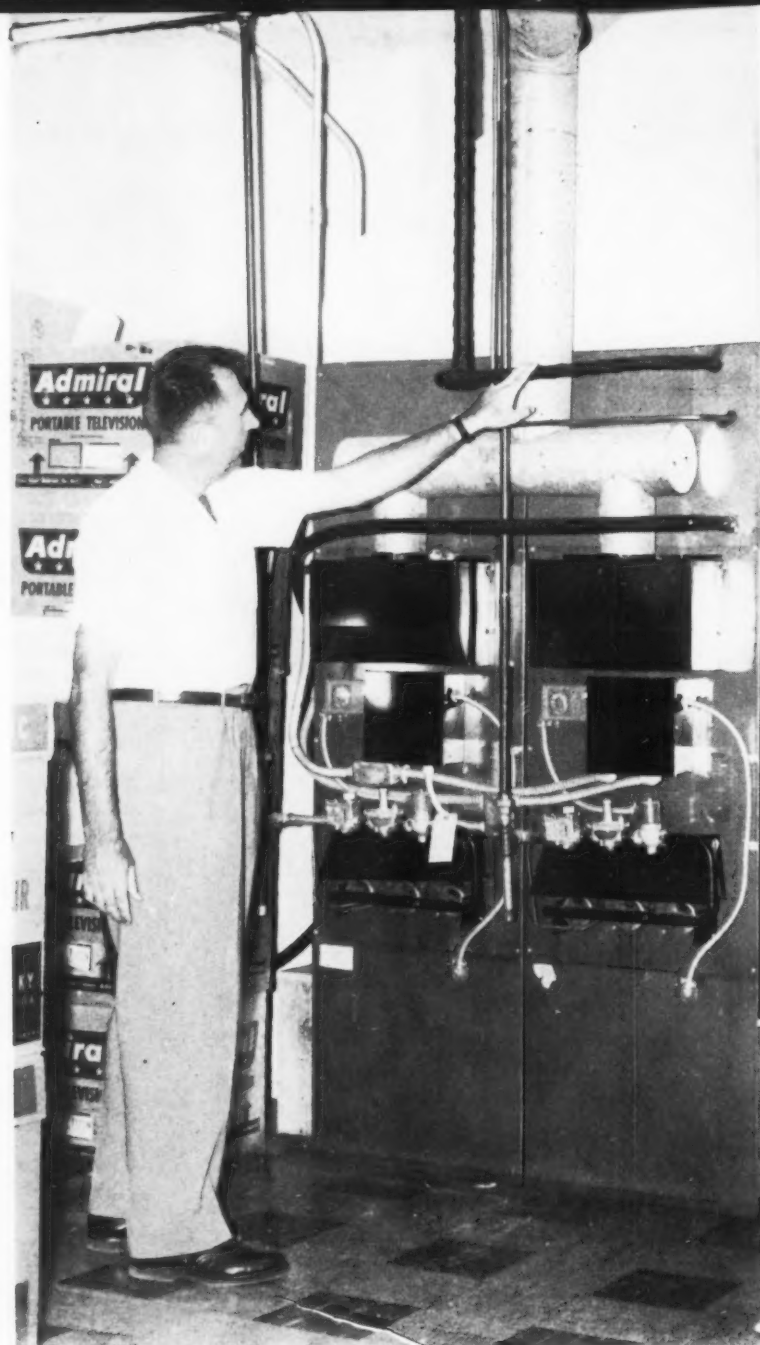
Since that time, Grabe's electrical housewares department has been consistently notable for an unusual type of promotion—the offer of "related items," as traffic builders at "leader prices" primarily. For example, when a neighboring linens and

*Continued on page 106*

Flanked by TV sets and room air conditioners, this central air conditioner in a Lazar showroom is used as a demonstrator from which salesman can sell central air conditioning. Ductwork, piping and wiring is left exposed to enable salesman to explain how unit will be installed in customer's home.

## He Sells Central Systems in an Appliance Store

By using readily available equipment and relying on only a handful of essential sub-contractors, George Lazar of Lazar & Sons in St. Louis has wrapped central air conditioning into a package he can promote—and—sell like any other appliance he handles



**A**NY appliance dealer who is willing to spend a little time looking into the subject of remote central air conditioning can find a healthy solution to profit woes, according to George Lazar, head of the six-store Lazar & Sons, appliance chain in St. Louis, Mo.

Last year Lazar sold 28 of these central systems without all of the usual paraphernalia such as a sheetmetal shop, engineering and drafting department, and complex refrigeration installation equipment. Instead, the St. Louis dealer has simply used a tape measure, a yardstick, parts furnished by air conditioning equipment manufacturers, and the services of a few essential sub-contractors to become a bona fide "residential air conditioning contractor."

Lazar got into this field about two years ago, when he was somewhat disappointed in the progress of his kitchen remodeling department. Lazar was getting results during the winter and spring months, but, surprisingly, kitchen prospects appeared

to be apathetic when summer heat put in an appearance.

### Balancing The Load

The logical answer was air conditioning—and, after mulling the situation over a few weeks, Lazar saw no reason why he couldn't take a personal crack at the market. He was well aware that central home air conditioning has progressed mightily in recent years, to the point it is no longer necessary to rip out a heating plant for duct work, etc., in order to install a single unit, capable of cooling every room in the house simultaneously on an automatic basis. Instead, the St. Louis dealer knew that it would be possible to install a package coil and condenser unit on the roof, the wall, in the basement or the utility room of the average home, with refrigerant to a coil which could be installed in almost any type of furnace or heating plant, distributing blower-propelled air to the same ducts which supplied winter heat. If nothing

else availed, it wouldn't be too costly to build in a plenum chamber above the furnace, where all of the house duct work intersects, providing a coil service from a remotely-located compressor.

### Packaging a Price

Lazar found that by using air-cooled condensers (which put no extra expense on the household water bill) and contracting with plumbers, sheetmetal specialists, etc., to do the actual installation, that he could offer two tons of central air conditioning for \$695, three tons for \$895, four tons for \$1,095 and five tons for \$1,595.

"These were what we felt were really attractive prices," Lazar said, "particularly in view of the fact that the average home-owner had only a vague idea of the cost of practical air conditioning for his home. A lot of them thought that the job would cost upwards of \$2,500 and just about the lowest figure we heard quoted was \$1,500."



Copy explains that Lazar & Son will install a completely guaranteed, efficient air conditioning system without "rearranging the house," using existing duct work and heating plant, with all the equipment concealed outside their home where it will not detract from appearance. Heavily stressed is a price scale, as mentioned earlier. Also emphasized is the fact that the absence of a water problem, liberal time payment plans, the possibility of FHA loans, and other advantages. Prospects are invited to visit any Lazar store, in six sections of the city, to telephone in for an appointment with an estimator, etc. All calls are referred to George Lazar at the headquarters store in extreme south St. Louis, where all of the computations are actually worked out.

#### An Engineered System

"We make it plain that the systems we are selling are thoroughly engineered for the job, have little relationship to window coolers and will pass every sort of inspection providing that the home has already been wired for 220 volts, is reasonably well insulated, and doesn't require extensive changes," Lazar indicated.

Lazar does the entire job, estimating the cost, presenting a final order for the customer to sign, contracting with subcontractors for electrical service, sheetmetal work, carpentering, etc. Actual delivery and installation of the equipment is carried out by three Lazar & Sons employees, who follow directions which Lazar writes out in great detail for every installation. Normally, "installation" includes choosing a site for the packaged compressor, building a support platform of concrete, steel,

etc., depending upon the location, piercing the wall to permit copper refrigerant lines to supply the cooling coils in the plenum chamber or furnace, installing the air cooled condenser, and hooking this up. The two most difficult problems, of course, are piercing the wall, and rearranging the furnace components to permit installation of the cooling coil.

About 90 percent of the installations made are financed through one form of credit organization or another, according to Lazar, who immediately cashes out on every installation with a pleasant profit well above the best which his appliance department can show.

#### Controlling the Work

"We try to depend on subcontractors as little as possible," Lazar said, "since we found that, normally, the amount of work which we need isn't attractive enough to large-scale contractors, while other small-job contractors all too often don't show up at the appointed time, don't put out as neat a job as we would like to have, etc. Consequently, we do all the installation work ourselves, order all of the duct work from a sheetmetal shop which we know can be depended upon, and thus when we promise a five ton cooling job will be installed in a six room ranch-type bungalow by the 15th of the month, we can be sure that it is done.

"Everyday we are proving that well-designed equipment, remoted into the home in the way we have been doing it, and planned with reliable charts and specifications supplied by the manufacturer makes us thoroughly competent home air conditioning dealers," Lazar concludes.

End

Lazar uses completely detailed charts furnished by air conditioning manufacturers to "size" the system and to determine the output capacity needed to cool each house. Basically, a simple yardstick used calls for one ton of air conditioning output capacity for each 500 square feet of space in the house, with variations, of course, according to the amount of sun to which the house is exposed, the type of roof, number of doors and windows, etc. In installing something like 50 air conditioning systems to date, Lazar has never had a complaint that the cooling system would not do the job for which he had set it up, or that it was overpowered, or consuming too much electricity for the need.

#### Selling in the Newspaper

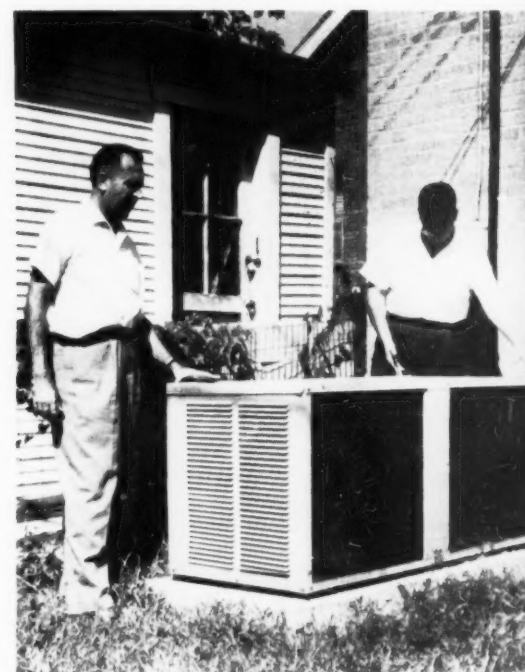
Lazar's chief promotional assets have been half and full page ads which point out:

"Now! Enjoy a whole house of cool, air conditioned comfort at amazingly low cost!"

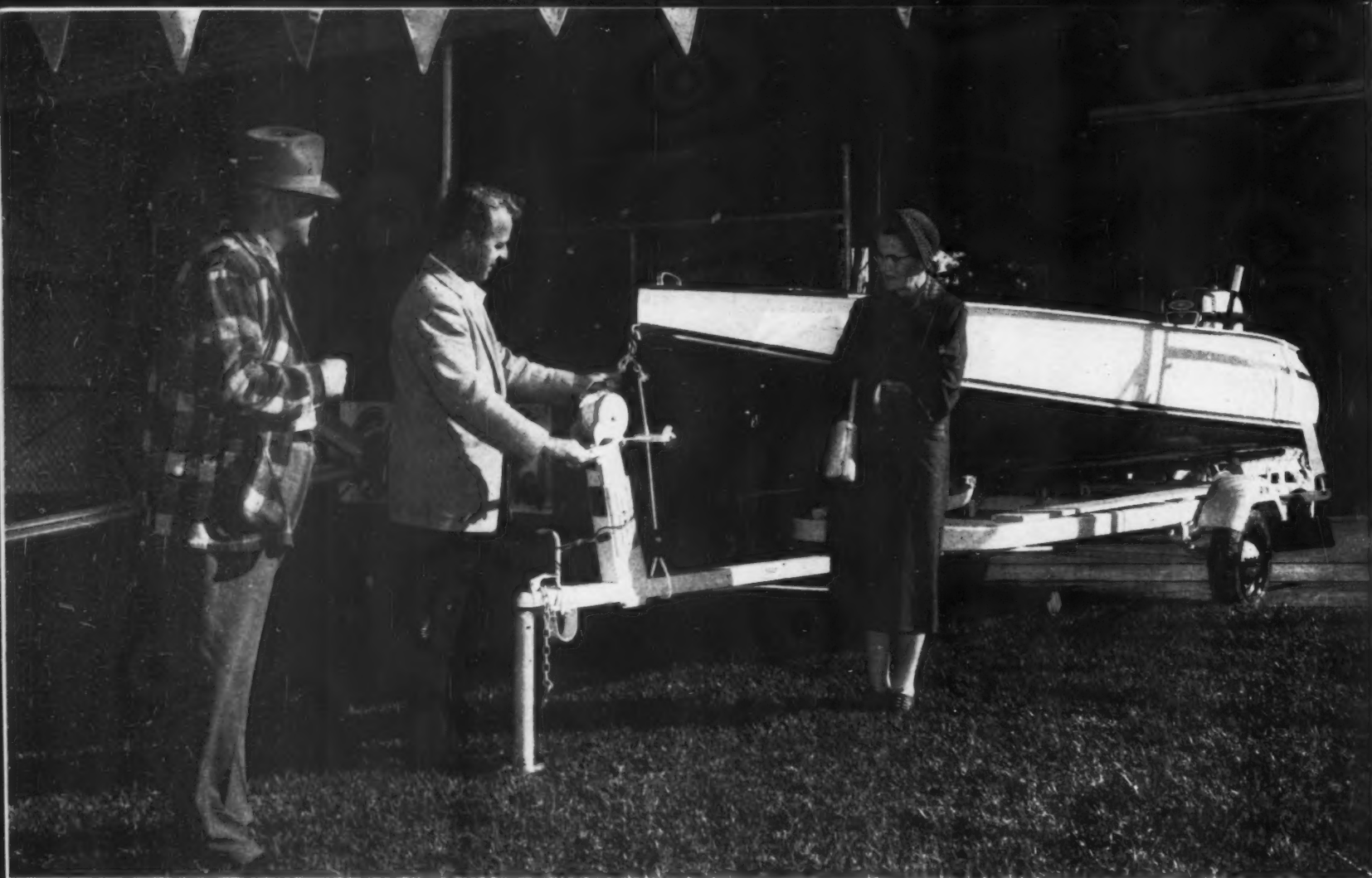


To control installations, Lazar relies as fully as he can on his own crews, calling on sub-contractors only for essential work. To facilitate this system, Lazar and his installation expert, Robert Solomon, draw up detailed instructions for their crews on each job.

To simplify installations, Lazar and expert Solomon use outside evaporators such as this one mounted on concrete platform in customer's backyard. Units are sometimes placed on exterior wall brackets or on the roof of house.







**In increasing numbers appliance dealers,  
looking around for sidelines, are asking themselves . . .**

## **How About Selling Boats?**



Boats eat up display space, Topjun quickly learned. To solve this problem he black-topped the area adjoining his store, put up a corrugated metal roof and facade, and

fenced it in with chain-link and barbed wire. This enabled him to secure inside insurance rates at minimum cost. During the day boats can be displayed outside.

### **Here's how it worked for this dealer**

**E**IGHT years ago, appliance dealer H. J. Topjun's long time love of fishing led him to expand his business into boats, outboard motors and boat trailers at retail. In 1958, his Top's Appliances, 3001 14th St., West Bradenton, Fla., registered about 40 percent of its \$90,000 volume in marine merchandise.

With boats, Topjun found he had sailed into a comparatively snug harbor, somewhat sheltered from the squalls of the rough and tumble appliance business. He discovered price cutting to be fairly mild in boats, all but non-existent among current numbers in premium lines of motors and trailers.

He found interest high and saturation low in all three . . . markups that averaged about 30 percent over cost across the board (with a general attempt by manufacturers and distributors to police

prices) . . . and service problems practically nil in boats and trailers; easily surmountable, at a price, in motors.

But this bowl of duck soup was not without bones. Desirable franchises proved tough for a rookie to get. And the ticket was much, much bigger. Topjun soon learned that he could tie up \$700 or better in a 17' boat; \$400 in a middle-of-the-line motor to push it; \$150 in a trailer to haul it.

Nothing stops traffic like a boat on display, he discovered—but boats devour display space wholesale (including walking corridors, a 16' boat with a 6' beam needs 200 square feet.) At that rate, inside display is far from practical; but exposure to weather converts new boats to "used"

boats fast.

So, for \$3,000, Topjun built a 60' x 80' sideless shelter adjoining his store. The shelter accommodates his peak stock of 12 boats, 15 trailers, six motors. Its floor is blacktop—strong enough for the load and a great deal cheaper than concrete. He fenced it with \$1,500 worth of 6' chain-link topped with barbed wire, which was enough to secure him an inside insurance rate.

Topjun has no marine sales specialist. He and his combination sales-service man shift between white goods and boats as the need arises. The fundamentals are the same in both areas: Know your merchandise; classify your prospects; start low and step them up, or aim high and move

them down. The welter of available lines and models makes boats hard to shop, and most boat prospects seem to lack the sharpness and cynicism of appliance shoppers, since most are taking their first flyer, Topjun feels.

He points out that marine manufacturers publish enough literature to tell the novice dealer all he needs to know . . . if he'll study it.

Though he prefers to buy his stock for cash, floor planning is available to solid dealers through the better manufacturers, and through distributors. Topjun puts his retail paper through banks or finance companies. Both make a requirement of full marine insurance coverage, and one-third down is the rule.

## Here's what he's learned about selling . . .

### . . . Boats

**B**OATS are the backbone of any marine business. Topjun has three franchises—Dura-Craft, an all-aluminum line; Lone Star, both aluminum and fiberglass; and Gulf Liner, marine plywood, available with fiberglass reinforcing.

All are produced by solidly established makers. In selecting boat lines, Topjun advises the new dealer to hold out for manufacturers or distributors that can, and will, back him all the way. Two of the above three receive heavy national advertising—another mark of desirable lines from the standpoint of the newcomer, who needs all the preselling he can get.

Topjun's other line, Gulf Liner, is made in Florida, close enough to Bradenton to enable him to make direct factory pickups, thereby saving transportation costs (in boats, the direct-buying dealer pays the freight from factory to warehouse to store—a sum which can hit \$50 on a medium-sized boat traveling several hundred miles).

Shipping costs themselves are not the point here; they're passed along to the consumer. But by dodging them, the dealer can remain that much more competitive.

For an investment of some \$850, Topjun says, the new retailer can display a representative stock of three basic 14' boats—a low-end open model, costing about \$215; a runabout with deck but no extras, about \$255; and a deluxe boat, equipped, for about \$385. There's no need to stock in various lengths, since a large boat can be sold from a smaller one of similar type.

Sale of a boat often triggers a long string of accessory sales, plus labor charges for installing certain ones. Most boats come equipped with nothing more than lifting handles, drain plug and bow eye—all else is extra. Boat accessories carry markups of 33 to 40 percent when purchased wholesale, up to "50 and 5" if bought direct and in quantity.

While the small dealer need not stock accessories, since he can pick them up

from marine wholesalers, Topjun suggests he keep his demonstrator fully equipped. Here's a typical assortment:

UNIT	APP. LIST PRICE
Anchor	\$ 6
100' line	4
Life cushions (2)	10
Paddles (2)	6
Running lights	18
Whistle or horn	5
Fire extinguisher	10
Steering & motor controls	80
Windshield	35
Top	60
Car-top carrier	15
Marine speedometer	10
Protective cover	30
Water skis	30

### . . . Motors

**M**OTORS, particularly the "big three," are supplied to dealers within an extremely tight protective franchise framework. While stabilizing prices to the point where almost no serious discounting exists, this has made it all but impossible for the side-lining dealer to buy at wholesale. There is, however, a way.

By making an unofficial sub-dealership arrangement with a franchised motor retailer, a new dealer can establish a cash source of certain top-line motors. He'll be asked to relinquish from 10 to 20 percent of the average 30 percent motor markup to the franchised dealer, but in return he'll be free of the responsibilities of stocking motors and parts, and of furnishing service in an unfamiliar, highly specialized field.

It's pointed out that the small dealer must remember it's often the motor that sells the boat. The other route open to those unable to land a key franchise is to hook up with a secondary brand and settle for full markup on low volume.

Where open water exists, Topjun finds 25 to 35 hp. motors best sellers, well adap-

ted to cruising, fishing and skiing. By buying a single 35 hp. manual starting motor (cost, about \$400) and using it as a demonstrator, the sub-dealer can step up or down, ordering as he sells. In peak season, stocking several motors is advisable.

Whereas only about one in 10 boat sales involves a trade, Topjun experiences a motor trade-in rate of about one in four (many motor-owners rent boats; others keep their old boats while moving up to bigger motors.)

When trading for a boat, Topjun figures the allowance by ear, but in motors he has a crutch—"The Original Outboard Dealer Trade-In Guide," from Abos Publishing Co., Mishawaka, Ind. This uses the standard low-average-high listing system, and includes coded resale values. Topjun works exclusively by the blue book, advises novices to do the same.

Resales are no problem. He often combines a used motor with a used boat, and comes out better than he would have on two separate sales.

### . . . Trailers

**T**RAILERS complete the picture for the marine retailer. As in boats, many lines are marketed. Again, Topjun advises association with top quality. National distribution should also be a key factor he points out, since the dealer who can pitch the countrywide availability of replacement parts has a big sales advantage.

As other important features, Topjun stresses easy loading (this insures fast, smooth demonstrations), and an especially strong transom support at the rear (this will bear the weight of the motor in transit.) Topjun's trailer manufacturer, Gator, holds its dealers to a steady price course and guarantees them territorial protection. Trailer markup is about 30 percent. Again, the direct-buying dealer pays freight, adds it to the price.

According to the Bradenton retailer, a three-trailer stock is enough for the beginner—an economy model (cost, about \$70), a standard (\$150) and a deluxe (\$175.) Stripped trailers have their extras, too—winches, fenders, lights. *End*

**And that's all the invitation customers of Radio Lab in Lubbock, Texas, need. The store has found that the 15-minute demos in a "color lounge" lead to free home trials . . . and that 90 per cent of color sales are the result of such trials.**



**W**HY should a store which depends heavily on free home trials to sell color TV bother to set up a color demonstration room in the store itself?

Elton Griffith, sales manager for Radio Lab in Lubbock, Texas, has an answer. He's found that it's easy to arrange free home trials with customers who've dropped into the store's color lounge. Impressed with the quality of the color reception in the store, the customers often challenge Griffith to "get me that picture in my house."

Radio Lab has two excellent sources of traffic for demonstrations in its color lounge. The first is the some 45 customers who each day bring their radios or black and white TV sets in for repairs. The repair counter is in a direct line with the color lounge and service customers are invited to watch color while their sets are being repaired.

A second traffic-producing gimmick is the colorful window shade on the door of the store (picture above). Lettered in bright yellow, red and green, the shade has been successful in pulling in

not only pedestrians but motorists who drive around the block, park their cars, and accept Radio Labs' invitation to watch color.

Drapes are used in the lounge to reduce the light level and add to a sense of privacy which facilitates selling. The drapes (and wall to wall carpeting) also produce favorable acoustics. The lounge is 20 by 26 feet with a 25-chair capacity. Walls are in soft tints and the drapes are a rose color.

Since good reception is the key to converting prospects who visit the color lounge, Radio Lab uses an outside antenna and makes sure that each receiver is set up by one of the firm's three color technicians. Salesmen are expected to watch this procedure and be familiar enough with controls to be able to explain operation to prospects.

All this attention to detail has paid off for Radio Lab. In 1957 the firm sold \$50,000 worth of color sets at an average price in excess of \$700. Volume in 1958 increased to \$54,000. Ninety per cent of the transactions were cash sales. *End*



# SELL MORE GIFTS THIS SPRING WITH STEELMARK



The STEELMARK tag, fast becoming the public's buying guide to value, now helps you sell more gifts of steel. Through U. S. Steel's powerful STEELMARK merchandising program, millions of consumers are learning that gifts of steel, with their look-ahead styles and last-a-lifetime quality, are the best buys for Mother, Dad, grad or bride.

*Promoted in Life, The Saturday Evening Post, National TV.*

Four-color spreads in *Life* and *The Saturday Evening Post* will promote the STEELMARK as a buying guide to 53 million consumers. Two and a half million fans of *The Arthur Godfrey Morning Show*, plus twenty-two million viewers of *The U. S. Steel Hour* will be

urged to look for the STEELMARK tag when buying gifts this spring.

**Tie in!** Send for your FREE STEELMARK display kit today! Full-color mobile displays, giant window banners, STEELMARK tags and labels, and a valuable sales tip booklet—all are designed to stop and sell customers wherever gifts are sold! Contact your newspapers to tie-in with ready-made STEELMARK ads that U. S. Steel is furnishing them.

USS is a registered trademark.



## FREE STEELMARK DISPLAY KIT



**STEELMARK PROGRAM**  
United States Steel  
Pittsburgh 30, Pa.

EM

Please send me your FREE STEELMARK display kit. I would like to put these U. S. Steel selling aids to work for me.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# NOW! *Amana* Offers a For Every



MODEL FPR-125

The new Amana Freezer-Plus-Refrigerator is the most wanted appliance today. And rightly so. It takes no more room than an ordinary refrigerator (only 32" wide), yet contains a family size refrigerator *plus* a genuine Amana Freezer . . . 2 appliances in 1.

"We need an extra large refrigerator and want the economies of a freezer . . . can you help us?"



THE ANSWER . . . YES! FPR-125 has a super capacity 11.6 cu. ft. refrigerator with 18.8 square feet of shelf space plus a 5.2 cu. ft. genuine Amana freezer that holds 182 pounds of frozen foods.

**Turns every refrigerator prospect into an Amana Freezer-Plus-Refrigerator prospect . . . by offering the added convenience of a genuine Amana freezer**

"We have limited kitchen space. Is there a model that fits our needs?"

THE ANSWER . . . YES! FPR-95 fits the smallest space, the smallest budget. Yet gives you a genuine Amana quality freezer with 5.2 cu. ft. capacity (holds 182 pounds of food). You get a spacious 8.7 cu. ft. refrigerator with 15.5 square feet of shelf space—more than enough capacity for all your needs.

**OPENS UP THE TREMENDOUS "SMALL DWELLING" MARKET FOR YOU . . . THEY WANT FREEZER CONVENIENCE TOO!**



MODEL FPR-95

# Freezer plus Refrigerator Family

*...triples your selling opportunity by answering every need*

Naturally, some folks want more refrigerator space than freezer space. Some want it just the opposite.

Here's how the new Amana line answers every need . . . helps you sell every prospect.



"We need a big freezer...a new refrigerator, too. Can you meet our needs?"

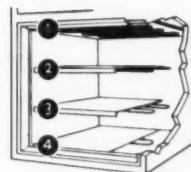
THE ANSWER . . . YES! FPR-98 features a giant, Amana quality 8.3 cu. ft. freezer that holds 290 pounds of food. The refrigerator section gives you 8.7 cu. ft. capacity with 15.5 square feet of shelf space.

ENABLES YOU TO CASH IN ON THE TREND TO FREEZER LIVING  
... PUTS YOU 'WAY AHEAD IN THE HUGE REPLACEMENT MARKET

EXTRA! TOP TV SHOW PRE-SELLS AMANA FOR YOU  
Johnny Carson in "Who Do You Trust?"  
3:30 to 4:00 p.m. every Thursday  
COAST-TO-COAST—ABC-TV

## MORE FEATURES! MORE SALES APPEAL! in every AMANA FREEZER-Plus-REFRIGERATOR

- Exclusive Amana-Matic freezing — up to 2½ times faster than ordinary freezing. All food is on or below a fast freezing surface. Keeps food fresher, safer, longer.
- Even "zero" temperature. Locks in flavor and nutritional values.
- Exclusive Stor-Mor door. Holds many family meals — everything within easy sight and reach.
- New Straight-Line styling. The built-in look without built-in cost. Can be built-in, if desired.
- Outstanding Amana refrigerators with automatic defrosting . . . convenient glide-out shelves . . . lots of space for tall bottles . . . roomy Stor-Mor doors.



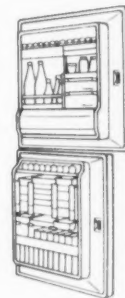
Exclusive Amana-Matic Freezing. Every shelf is a fast-freezing surface — with extra coils in top and bottom.



Lots of room for extra tall bottles in the refrigerator.



Exclusive refrigerator shelf construction — finished on both sides to make cleaning easier...flat construction prevents bottle and can tipping.



Exclusive Stor-Mor Door — featured on both freezer and refrigerator. Lots of extra storage space.

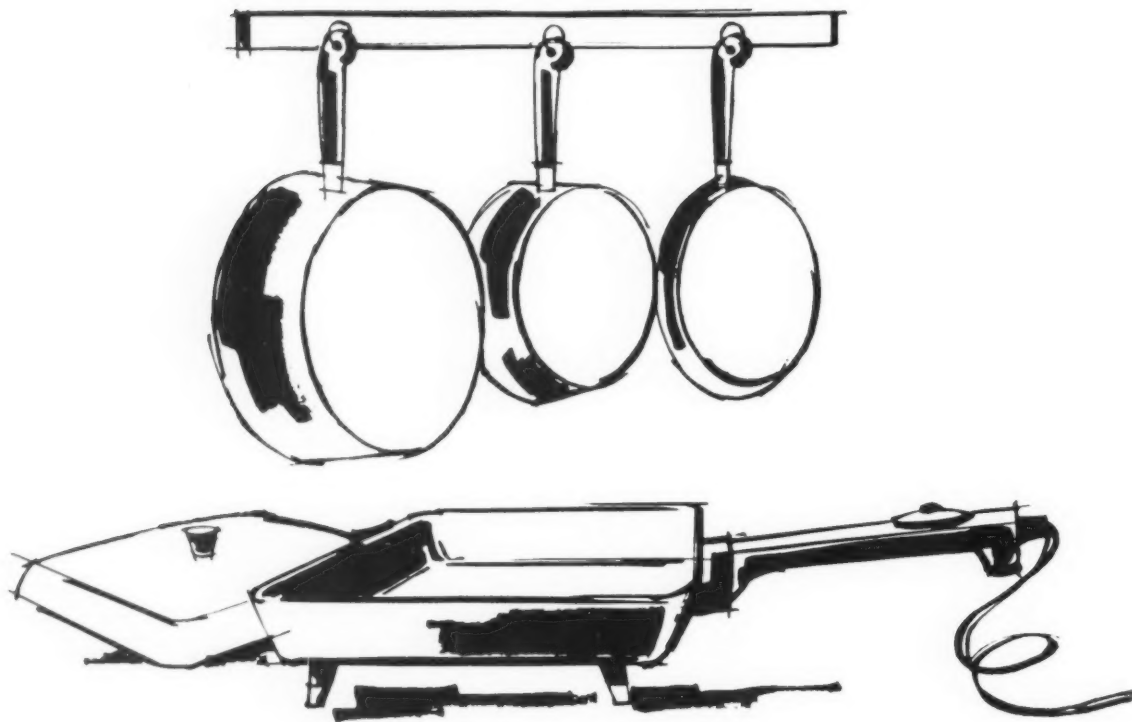


FOR COMPLETE INFORMATION . . .  
WRITE AMANA REFRIGERATION, INC.,  
AMANA 16, IOWA.

# Amana

BACKED BY A CENTURY-OLD TRADITION  
OF FINE CRAFTSMANSHIP





*If you want to sell housewares, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine.* It's impossible to go through any issue of Better Homes & Gardens without finding hundreds of ideas that sell housewares, directly or indirectly. How do BH&G reader households compare with the U.S. average in adopting new housewares ideas? For instance: more than one out of five BH&G readers live in households owning an electric deep fat fryer — and that's 62% above the U.S. average!

*During the year 1/3 of America reads*



*...the family*

*idea magazine*

# Sell more dehumidifiers— Sell Honeywell Automatic Controls

## SIMPLE INSTALLATION

Just Plug It In

## AUTOMATIC OPERATION

Set It . . . Forget It

POPULAR  
RETAIL  
PRICE  
ONLY

\$11<sup>95</sup>

This Honeywell automatic control gives your dehumidifiers more *sales appeal* than ever before. Just show your customers how they can "set it...and forget it." The automatic control operation keeps the area at the humidity desired, thus eliminating wasteful operation.

The Honeywell dehumidifier control just plugs in, making a potential customer out of *every* family—even those who already *own* dehumidifiers.

Most of the leading manufacturers of dehumidifiers offer models with a built-in Honeywell dehumidifier control. Be sure to specify these models when ordering. And while you're at it, order a stock of Honeywell plug-in dehumidifier controls to add sales appeal to those manually controlled dehumidifiers now on your floor.

For complete information about the new, automatic Honeywell dehumidifier control, telephone your nearest Honeywell office. Or write: Minneapolis-Honeywell, Dept. EM-4-60, Minneapolis 8, Minnesota.



## Honeywell

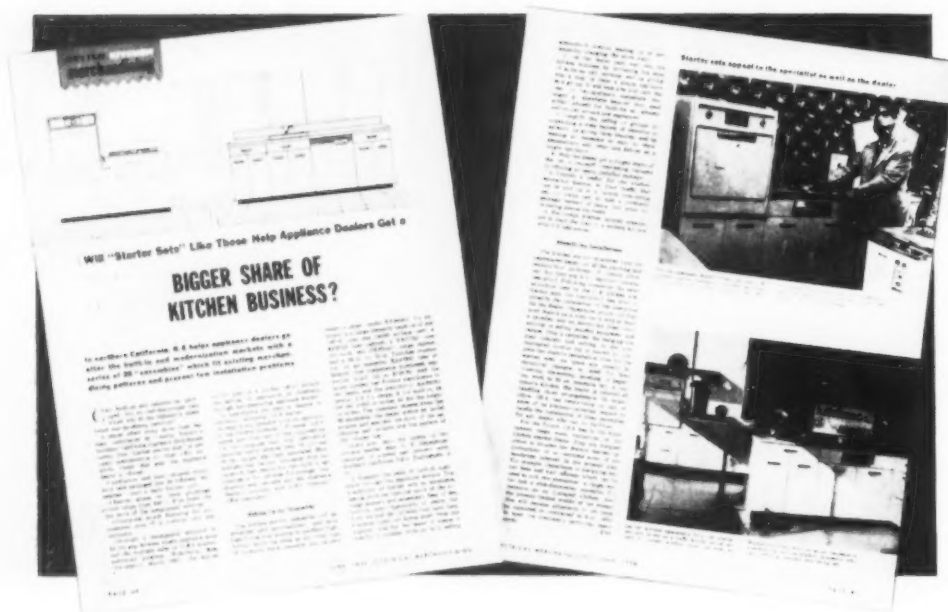


*First in Control*

# The Package Kitchen Catches Fire

By JOHN A. RICHARDS

**HERE'S HOW IT STARTED** (and we told you about it nine months ago)



**E**LECTRICAL MERCHANDISING told you about it first when less than a year ago General Electric's northern California appliance distribution center ushered in the kitchen "ensemble" idea. Since then the concept has spread. In New York, for example, GEAC extended the "ensemble" plan in a step-by-step refinement under which major appliances for the kitchen comprise individual centers and cabinets and tops can be grouped around them. These pre-planned kitchens can start at 48 inches and move up by three inches to 109 inches. Philadelphia, however, has become the hottest area in the merchandising of packaged kitchens. Once again, ELECTRICAL MERCHANDISING brings you the complete story for the first time.

**HERE'S HOW IT SPREAD** (what happened in Philadelphia last fall)

## STRAWBRIDGE & CLOTHIER SETS THE PACE



Pace-setting repeat success from your  
General Electric headquarters:

**Nearly 1/2 off! 20-pc.  
complete G-E kitchen**

12 feet long with automatic oven!  
Custom-built, no charge for planning

**549<sup>95</sup>** If purchased separately, 1036.00  
Additional charge for installation

**NO DOWN PAYMENT**  
(24 months to pay)

**You get ALL THIS:**

- \* 4 roomy wall cabinets
- \* 78-inch pink Formica top
- \* 3 big base cabinets
- \* Spacious built-in sink bowl
- \* Full built-in oven
- \* Electric range, refrigerator

Pace-setting repeat of a kitchen value unparalleled in our history... and this time you get a fully-automatic 21-inch wall oven with wide-open platform door. Total built-in on and off automatically, makes meals a breeze. You get the complete kitchen at exciting savings you will hardly believe everything for you, plans, plumbing, wiring, automatic cleaning of all units.

**A**N aggressive Philadelphia department store proved that the package kitchen could be sold in volume—and in so doing has fired the interest of many other appliance dealers in the area.

Al Stine, major appliance and TV manager at Strawbridge & Clothier, sparked the whole thing.

"We recognized last year," says Stine, "that our kitchen business fell short of our expectations. We decided on more specialization and assigned Robert Gamber as custom kitchen manager, to design, layout, detail and sell kitchens exclusively. About the same time we discovered G-E had an inventory of Cadet Blue cabinets. We merely got our heads together and went to work."

### Selling the Package

Out of it came S & C's packaged kitchen program, started in early September and running through the Christmas season. It broke packaged kitchens at \$499.95 and shot S & C's business far ahead of 1957.

In addition it did these three things for



Stine was aware that modern customers are extremely built-in conscious. Also that too many of them have the idea a kitchen costs from \$1500 to \$2000. He decided to come up with a package which would dispel these notions and still sell kitchens.

"To start with," Stine recalls, "we had to have a built-in manual oven, a range top, a Formica or Textolite countertop with sink. At the \$499.95 figure we found we could offer these three items, plus five wall cabinets, three base cabinets, and such accessories as a bread box, cutting board and hangers. The whole was a custom 12-foot unit, with a 78-inch countertop. We hoped that we would first of all sell a lot of starter packages, even though markups might be lower than usual, but that additional cabinets added onto the basic package would improve the profit structure."

Stine had lined up S & C's regular contractors to handle installation work. The estimated installation cost on the package was pegged at \$100, with costs mounting as the work became more complex.

After watching the flurry of activity from the first ad, Stine decided to plunge ahead, running a second ad in the daily *Inquirer* in October. This time he included a pink automatic oven and raised the price of the package to \$549.

"We got more engineered-for-the-job sales than from the first ad. What's more our average sales ran higher—from \$600

## What It Did

"Plenty," says Stine. "All of it good. In the first place, we were getting the cream of the kitchen business before, but not enough of the market. Through the package kitchen promotions we became more closely identified with the kitchen business. Custom kitchens from \$1,000 to \$4,000, we all recognize, is a very nice market. But I think there's a lot of kitchen business to be had between \$500 to \$1,000.

"Package business," he says, "can be an important part of any kitchen business—to stimulate interest, to bring in traffic, and add to total kitchen volume. The average take may be smaller than normal, but it permits you to step up customers to add-ons and custom sales, where the average take runs much higher. But package or no, you've still got to have a kitchen specialist and good installation crews.

**T**HE package kitchen concept is spreading.

Already the Philadelphia sales and distribution department of General Electric's major appliance division is barreling along on an ambitious sales-making program. It broke with package kitchens half-page ads in early January. An estimated \$25,000 will be spent on seven sets of ads. Dealers' share of this advertising will be \$7,000, based on each dealer's contribution of \$10 per ad.

The ambitious program appeals to the dealer where it counts—his desire to sell appliances at a profit. To start with, the program treats kitchens as an appliance. It offers a starting kitchen package for \$499.95. This includes a free-standing range, sink and countertop, and wall and base cabinets for a basic 12' 3" wall space. If a dealer bought the package contents separately the list would run one-third higher. Similarly the packages run up in easy stages to a top price of \$1499.95. There are ten packaged kitchens offered and three are pushed in the ads. One at \$699.95 is dubbed an FHA package, and meets all requirements of the FHA.

G-E in Philadelphia figured it needed 40 participating dealers to put across this program. Within a few weeks of its December dealer showing it lined up 100 participating dealers.

The alacrity with which G-E in Philadelphia adapted S & C's trail-blazing in merchandising kitchen packages and sketched out a broad program testifies to the practicality of the packaged kitchen approach. Dealers as far removed as Honesdale, Pa., above Scranton, and Atlantic City, N. J. were quick to seize the initiative in packaged kitchen merchandising. In Folsom, Pa., in Philadelphia's suburbs, for instance, Array Appliance Center spent \$60 on an ad and sold seven blue kitchens each costing \$850. The firm repeated the ad three times and sold a total of nine kitchens.

Packaged kitchen selling apparently is spreading like wildfire. Before the year is out it may be such a way of life that many kitchen dealers may not remember old habits of selling kitchens. And many more appliance dealers—those who shuddered at the problems of selling kitchens—may be deep in the packaged kitchen business. *End*

PAGE 77

If you're a successful retailer and think you could profitably expand your business but are having trouble in finding the necessary capital to do this . . .

# Why Not Borrow From the Government?

## 1. Here's How One Appliance Dealer Did It

Kal Rubin, one of Tucson's leading appliance dealers, could foresee nothing but difficulties and possible failure when he set out to borrow a quarter million dollars for business expansion.

Through his dealings with banks in the past he had learned that these lending institutions were not geared to handle business loans larger than \$50,000. So, without consulting his banker for advice he contacted several insurance companies, telling them that he owned a tract of land on E. Speedway Blvd. worth \$100,000 and that he wanted to construct a merchandise mart on it, 360 feet wide and 190 feet long.

In addition to the land he had approximately \$150,000 of his own money to spend on the project. This, added to a \$250,000 loan would place his investment in the half-million-dollar class.

Several insurance companies considered his request but the highest any of them would go was \$165,000.

"Even then," Rubin said, "there were strings attached. They made it quite clear where I would have to buy my insurance on the completed building, and where I would have to insure the loan."

Finding this sort of arrangement not to his liking, Rubin dropped by to see his banker. He explained his problem and asked for advice.

"Why don't you try the Small Business Administration?" the banker asked. "It's a government agency set up to help the small businessman."

Rubin had heard of the Small Business Administration. But when he considered it he visualized mountains of red tape and endless waiting. Then, too, there was the possibility that there would be no action in the long run.

"It's worth a try," the banker said. "To give impetus to the application, we here at the bank will underwrite \$25,000 of it as an expression of confidence."

Rubin, feeling he had nothing to lose, told the banker to fix up the application. The following day it was ready for his signature.

Rubin plunged back into business, believing it would be months before he received a reply. The following week a California representative of the Small Business Administration called on him and asked to see his books.

"And that," Rubin said, "was the

strangest adventure I've ever had in the field of finance."

Rubin called his accountant and set up an appointment. The representative spent one day poring over the books. Primarily, he was interested in getting the answer to two questions:

Does this man have a growing business that will increase its volume, year after year? Does this man's mode of operation fit in with the concept of a successful businessman?

Of particular interest to the representative was the fact that Rubin's business had grossed \$100,000 the first year. And last year—five years later—it had grossed \$1,000,080.

This showed that Rubin had a growing concern with a good future.

The next day the representative called on the banks. He wanted to know if customers had complained about Rubin's services, after they bought his products and financed them through the banks. This, perhaps, was Rubin's biggest ace in hole.

"I consider myself first and foremost a servicer," he said. "I service everything I sell, making it a cardinal rule to satisfy a customer complaint the same day it is reported."

Then the representative made a move that surprised even Rubin. He got a random list of Rubin's customers and made a spot check. He asked them what they thought of Rubin and his services.

"As far as I know," Rubin said, "Not one of them gave me a bad reference."

The representative then left town, not giving Rubin or the bank an idea as to how the investigation had turned out. But two weeks later the bank called him and said his quarter-million-dollars was on call at any time, deposited by the Small Business Administration.

Here again Rubin found the advice of his banker invaluable. The loan was at six percent, payable over seven years. The banker told him it would be wise not to touch it until he felt that he absolutely needed it.

"As long as the money set in the bank," Rubin said, "the banker explained that it wasn't drawing interest."

Secure in the knowledge that the money was on tap at anytime, Rubin spent his own money on the project. The new merchandise mart will boast 14 departments, an auditorium with a capacity for 150 persons, and 33,000 square feet of showroom space.

The new mart will increase the number of Rubin's employees from 21 to 94 and the payroll from \$106,000 a year to better than \$326,000. Parking space at the mart will accommodate 400 cars.

Rubin got another surprise several days ago. His banker notified him that President Eisenhower had upped the ceiling of small business loans from \$250,000 to \$350,000 and dropped the interest rate from 6 to 5½ percent.

The banker went on to say that since Rubin had not touched the money, his interest rate would also drop to 5½ percent.

Summing it up, Rubin feels he could have obtained the loan from the Small Business Administration without going through the bank.

"But it might have taken more time, and it would have cost me more in time and legal fees," he said.

As it turned out, Rubin paid out less than one hundred dollars for legal fees and the bank handled all the paper work.

Rubin soon will be moving into his new location, but he has this thought he would like to pass on:

"Don't sell the government short when it comes to helping the small businessman. As you can see in my case, it paid to investigate."

## 2. Here's How You Can Do It

There are two different government-sponsored loan programs for small businessmen.

The oldest of these—and the one Kyle Rubin used—is the loan program of the Small Business Administration itself. As of last June the SBA had made 3215 loans to retailers for a total of \$83 million. Of this total, furniture, home furnishings and equipment retailers had borrowed \$19 million on 287 loans; electrical machinery, equipment and supplies retailers received 147 loans for \$10 million.

These loans are primarily for long term capital projects and clearance (contrary to Rubin's case) generally takes six months or more. To apply, a small businessman can contact the government in Washington or apply to any regional SBA office.

The second, and newest, loan program of the government centers around creation of Small Business Investment Companies (SBI's) which are designed to make it easier for small firms to secure working capital and inventory loans.

Last summer, Congress, in an  
*Continued on page 112*



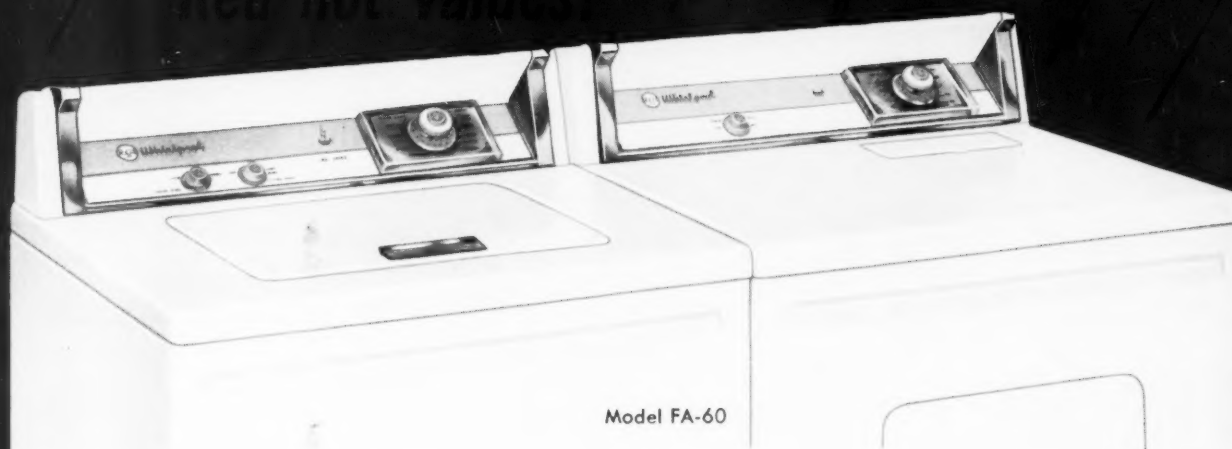


# Whirlpool

## "Shower of Bargains" laundry pair

...a feature-packed pair that really mean business!

Brand new models!  
Red hot values!



Model FA-60

### Full-size, 2-speed, 2-CYCLE WASHER

- Versatile, all-fabric washer. NORMAL cycle for regulars and GENTLE cycle for delicates and sheers.
- Full-time Lint Filter is built-in, out of way.
- Dramatic, fully-illuminated, high-console control panel.
- 5-temp, automatic wash-rinse dial, including COLD.
- Surgilator<sup>®</sup> agitator action gets clothes cleaner.
- Exclusive money-saving Suds-Miser<sup>®</sup>, optional.
- Automatic, infinite water-level control.
- Giant capacity; washes full 10-lb. load of clothes.

<sup>®</sup>Tmk.

### Full-size, 2-cycle, WRINKLE-FREE DRYER

- NORMAL cycle plus WASH 'N WEAR cycle dry all fabrics better . . . miracle fabrics wrinkle-free . . . even AIR fluff.
- Infinite-heat selection with five marked settings.
- Exclusive Tempered-Heat drying, no hot spots.
- Dramatic, fully-illuminated, high-console control panel.
- Built-in ultra-violet lamp helps sanitize clothes.
- Built-in lint screen traps lint and fuzz.
- Interior is floodlighted when dryer door is opened.
- Giant capacity; dries full 20-lb. load of wet clothes.

**Don't miss out! Call your RCA WHIRLPOOL distributor and get the full profitable story!**

RCA WHIRLPOOL . . . America's first family of home appliances . . . products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

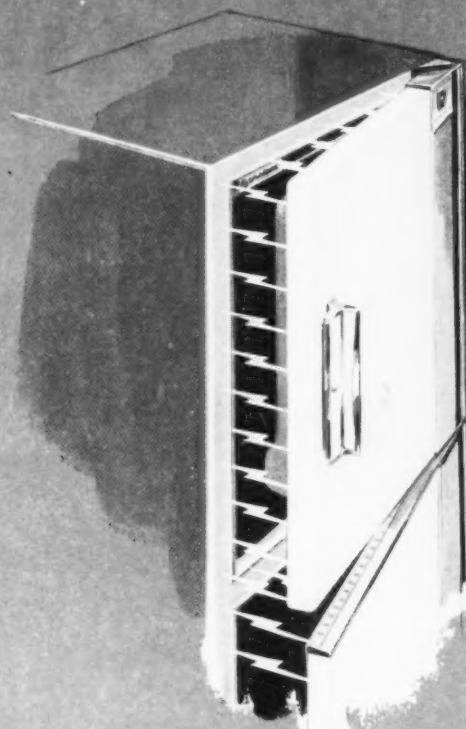
Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America



**FEATURES FOUND ONLY IN AN**



**New flat-back design...no coils on back!**



**New magnetic door gasket...no latches!**



# **Whirlpool refrigerators**

**Look! You can  
sell the convenience of...  
NO-FROST FREEZING!**



No frost ever forms in the freezer section or the refrigerator section of the new Mark XVII refrigerator-freezer. All of the frost-gathering coils are located outside the food storage areas... naturally there's no defrosting ever! It's a wonderful new, wanted feature... and with an RCA WHIRLPOOL you can sell it!



**RCA WHIRLPOOL BRAND**

New quick-chilling Jet-Cold<sup>†</sup> Shelf!

## give you more to tell, more to sell!

Tired of trying to dramatize and sell the same old refrigerator features? Want new, exciting practical features? The new RCA WHIRLPOOL'S have 'em! *New flat-back* design fits flush; no coils or tubing protrude anywhere. *New magnetic door gasket* eliminates latches and provides a tight, positive seal all around the doors which open easily with a slight outside pull or inside push. *New Jet-Cold Shelf* quick-chills food and beverages three ways simultaneously. *New, fully-tested ICE-MAGIC®* automatically makes ice cubes and stores them in a handy bin, no more trays to fill or spill, no muss, no fuss. *New Activated-Cold Air Purifying System* helps keep

<sup>†</sup>Tmk.

food fresher longer . . . maintains a scientifically-balanced cold throughout the refrigerator. *New flush-hinge doors* open within the cabinet width enabling refrigerator to be placed flush against cabinets or wall. *New Active-Cold Meat Chest* provides the air circulation and constant cold required to keep meats "country-fresh" . . . and a new, exclusive, more efficient resilient Fiberglas insulation brings performance up. Here, indeed, is the most sales-stimulating line ever . . . and it's backed by a dramatic, retail-minded advertising program you'll like. Get in on the profits . . . call your RCA WHIRLPOOL distributor today!



## "SHOWER of BARGAINS" PROMOTION

featuring today's greatest values at lowest prices!

RCA WHIRLPOOL . . . America's first family of home appliances

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

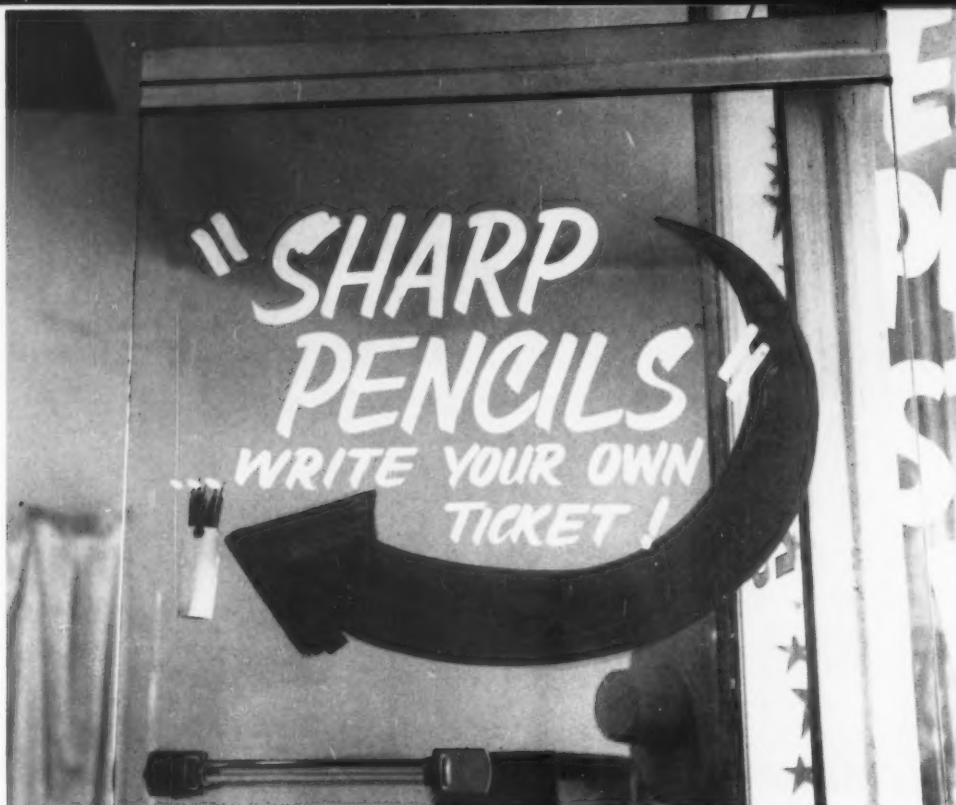
**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**



Use of trademarks, etc. and RCA authorized by trademark owner Radio Corporation of America



Sharp pencils were the gimmick used by Jackson, Miss. dealer Joe Pollard when he decided to . . .



## Sell Price Without Quoting Price

**The Problem:** You're Joe Pollard of Pollard Appliance Co., 225 East Pearl, Jackson, Miss. Like most other merchants in town, you've had a good three-quarters. You're running \$15,000 ahead of last year to date. You've waited a long time for a good year, and this looks like it . . .

Then it happens. The state advances final payment date of an ad valorem tax from April to October, and business falls flat. Everyone's talking taxes—nobody's buying. Some dealers shove their heads in the sand to wait it out . . . others characteristically shave prices and promote was-is.

But you can't help thinking there must be a better way to bring the people out and into Pollard Appliance. You know the snares of price advertising.

"Give 'em price," you say, "and you give 'em the chance to make up their minds at home. . . . You give competition a club to beat your brains out with. . . . You give nobody anything new."

**The Solution:** Then you find the right

button—a "sharp pencil sale." Ballyhoo it heavily, with not one price quoted but the best in town implied. Build into your ads the excitement of the unknown. Weave a challenge into them by inviting the consumer to "sharpen his pencil" and pit himself against the store.

You and your floor-man, Lewis Simmons, decide on a three-day event. Thursday—Saturday, open 'til midnight. Gambling, you use up your promotional allowances for the rest of the year on a strong, concentrated sharp pencil schedule.

**Promoting It:** Radio: 250 spots on two music-and-news stations starting Wednesday with teasers and running through Saturday, using three "personal touch" tapes made by Simmons; most of the spots telescoped into early mornings and evenings to reach the car pools, where you know you can easily hit wage-earners from five families in a single car.

**Newspapers:** Use all three city papers, Wednesday through Saturday; kick off by dominating a page with two ads

representing your two lines—64 column inches of Philco, 50 of Tappan; arrange to cut 10 inches from each ad each day, but keep them together; *never run a price.*

You water-paint your windows: "You make the deal!"

You water-paint your glass door: "Sharp pencils . . . write your own ticket!"

And you tape an envelope crammed with sharpened pencils to the door. But you carry the pencil theme on further into the store.

You tag your display stock with plain shipping tags, showing list below a coded cost, and wait for the people to come in.

**The Results** They come—about 400 in the first three days, and you and Simmons sell 38 pieces.

It's going great. Why stop? So you ride it through a new week and move 30 more . . . a second week, 22 more. Final score: 90 pieces in two and a half weeks.

You analyze the activity, and get a few jolts. You moved \$16,371.14 worth for a gross of \$4,848 and a net, after overhead and advertising, of \$2,748 (pumped up by 13 used pieces at \$0 inventory, plus sale of some carlot buys.) Of new sales, 90 percent were made at normal price, half of them for cash. You were pushed into no bad deals, though you negotiated every sale individually. You experienced only two cancellations, one rejected contract. And you gave away nothing but a few pencils.

Most important, Joe Pollard, you pulled your company out of what could have been a serious slump, and sent it rolling along toward a banner \$157,000 year.

*And you proved that the answer doesn't have to be price.* End

### Our Editor's Tip Gave Pollard the Idea

Joe Pollard doesn't claim that the idea of a "sharp pencil" sale was original with him.

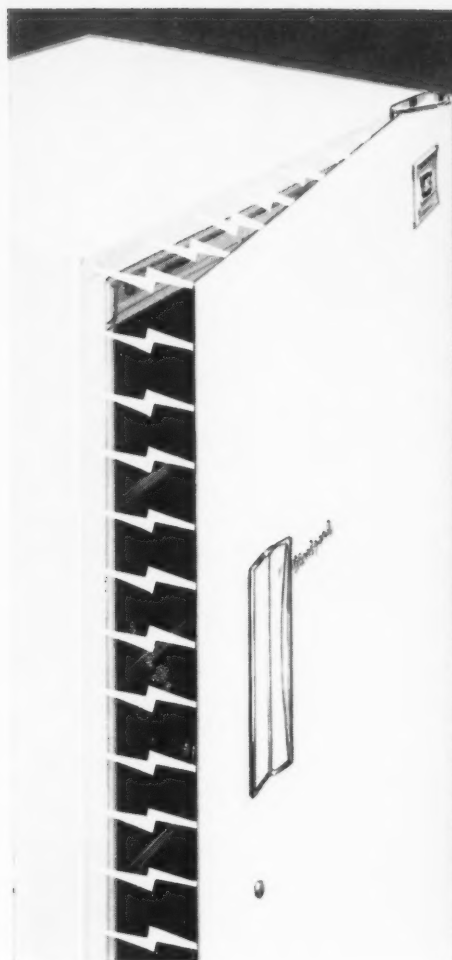
As a matter of fact, he got it from the same source you're getting it—ELECTRICAL MERCHANDISING. Bill McGuire, our southeastern editor, had run across the promotion in Tampa a few weeks before he called on Pollard in Jackson last fall. And

when Pollard asked Bill for a promotional idea, McGuire responded with the "sharp pencil" sale.

Well aware that this provided him with an opportunity to see first hand how the idea would work out, McGuire followed Pollard's sale closely. The result is this report on a tried and proven promotion.

Can you use it?





It's new! It's exclusive!  
It's the freezer door gasket  
with a

# "MILLION" MAGNETS!

## Food temperatures never vary more than one degree

Never before has an upright freezer been so effectively sealed against cold loss. Literally millions of permanently-magnetized particles embedded in the full length of the Vinyl gasket grip the cabinet to "lock in" the "zero-cold".

**The Uprights** have glide-out shelf . . . handy can dispensers for soups or juices . . . flush-hinge doors and flat-back design which permit a custom, built-in appearance.

**The Chests** have a Freeze 'N Store\* Shelf for easier food handling . . . Roll 'N Store Basket . . . exclusive Fast Freeze Fan that channels blast of "zero-cold" air directly against food to freeze it up to twice as fast. (Optional on Supreme model freezers.)

\*Tmks.

All these great features and many others give  
you so much more to tell, so much more to sell in the . . .

Three upright models  
from 12.3 to  
20.4 cu. ft. frozen  
food capacity.



Three chest models  
from 14.9 to  
21.13 cu. ft. frozen  
food capacity.

## NEW Whirlpool FREEZERS



## "SHOWER of BARGAINS" PROMOTION

featuring today's greatest values at lowest prices!

RCA WHIRLPOOL . . . America's first family of home appliances . . . Products of WHIRLPOOL CORPORATION, St. Joseph, Michigan

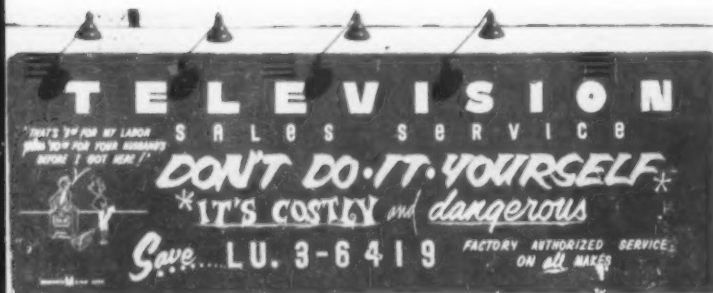
Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA logos and by Whirlpool Corp. Radio Corporation of America



# idea digest

Good promotional ideas don't always come easily, but when they do a little initiative on your part can make them prime business builders. Here are several which were successful for their originators.



Sign language can be an important helpmate to any appliance dealer, and Homemaker Electric Co., Bell, California, decided to capitalize on the fact. The large sign, pictured above, painted on a sidewall of the store shows how they managed to attract attention. Customer comment inclined heavily towards such remarks as, "Here's another repair job you can credit to your sign out on the building."



Polk County, Florida, pickers and Chicago residents both profited during Polk Brothers' recent "Box of Sunshine" promotion. During the promotion which lasted from January 4th through March 15th, the Chicago retailer offered a box of specially picked Temple oranges to customers who made a purchase of \$25 or more. The initial purchase of 2½-million oranges constituted the largest single purchase ever made in Florida. Polk

made sure that Chicago residents knew all about the promotion through the use of orange-colored-and-scented newspaper advertising, television commercials which used film strips of Florida, radio spots featuring the ballad "You Are My Sunshine", and a mailing to 300,000 customers which included a registration blank for a free Florida trip. Even Polk's fleet of 75 trucks was repainted a bright orange for the occasion.



Greenley's of Flint, Mich., thinks its salesmen deserve more than passing notice. So the management instituted a "Salesman of the Year" award. Top salesmen, chosen and evaluated individually by management as to character, customer, and company relations, are eligible to take a written examination. Scores of three elements, sales, written examination and management evaluation are added up and the salesman with highest point total declared winner. Winners receive recognition, trophy, expense paid trip.



Travelling TV. That's the method Household Appliance Distributors of Miami, Fla., used to publicize the Philco portable. Harvey Schapanski, advertising manager for the firm had the

unit mounted on the back of his sports car, claims that the dealer really sees the interest of the public in the set when Schapanski parks in front of his store during a business call.

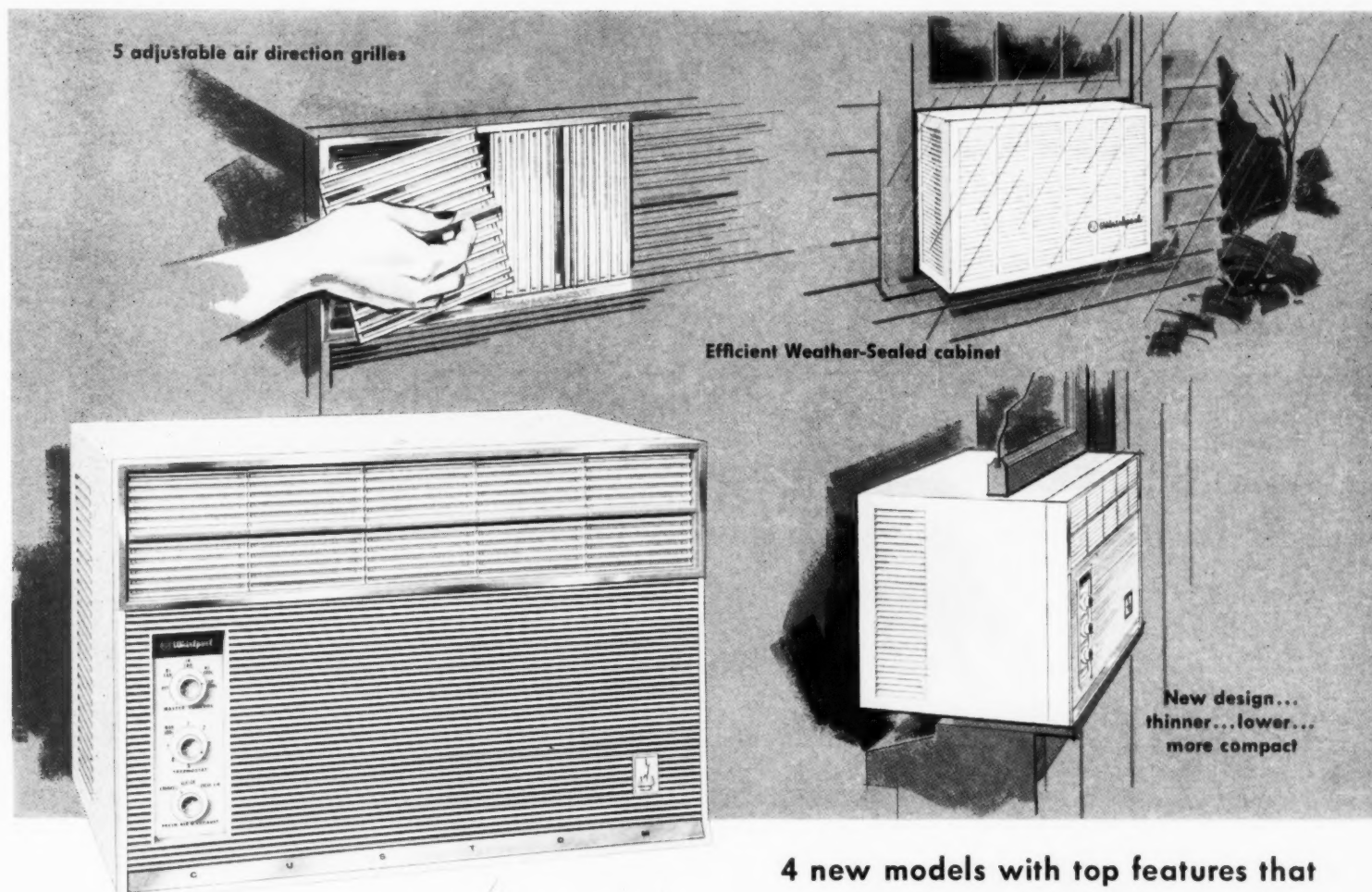


Baking contests aren't necessarily new as a promotional gimmick. But most appliance dealers tend to either forget or forgo them. Not so Weller's in Reading, Pa. For seven years the firm has annually held a week-long bakefest sponsored by the firm in conjunction with Westinghouse, claims that such activity brings some 6,000 people into the store, doubles range sales, helps add vital data to its prospect list.



BRAND NEW...DESIGNED FOR THE HUGE MIDDLE MARKET TO GIVE YOU

# quick turnover profits!



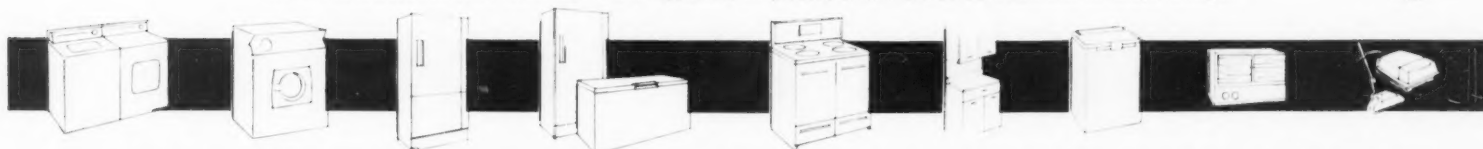
Get the full story  
on the year's most profitable event  
RCA WHIRLPOOL

**"SHOWER OF BARGAINS"**



## Whirlpool AIR CONDITIONERS

RCA WHIRLPOOL... America's first family of home appliances... products of WHIRLPOOL CORPORATION St. Joseph, Michigan



Automatic Washers & Dryers • Washer-Dryer Combination • Refrigerators • Freezers • Ranges • Kitchen Cabinets, Built-ins & Sinks • Dishwashers & Disposers • Room Air Conditioners • Vacuum Cleaners

**Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!**

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America





## BETTER HOME

# merchandising

No matter what you're selling, it's the IDEA that counts

---

### UNIQUE BUSINESS NAMES: Key to Consumer Association

Having a unique name for a business, is often of more advantage than a good slogan. An excellent example of this is "The Cooler Man" the coined name of I. J. Lenack's heating and air conditioning business in El Monte, California.

**USED TO ADVANTAGE:** Lenack puts "The Cooler Man" to work for him in newspaper advertising, and store em-

ployees have instructions to answer the phone, "Hello, this is the Cooler Man". All service trucks have the name painted in large letters on the side, and the store building makes similar usage with a painted sign.

**A PROVEN SALESMAN:** Proof that the coined name helps make new customers is found in the remarks people

make, especially to a service man when the truck is parked in a residential neighborhood. Typical of these, "I'm glad you're parked here, I need a cooler man", "That's a clever ad on your truck, how much will it cost to cool my home", or simply, "Stop at my house over there and give me a bid on a unit for my dining room". "The Cooler Man" is smart advertising designed to stick in the public mind.

---

### PROMOTION: Guessing Games

A promotion which not only helped to build traffic, but in addition served the dual purpose of channeling that traffic precisely where the management wanted it to go helped mark the opening of a new store by Morris Kirschman and Co., New Orleans.

**CONSUMERS PLAY A GAME:** Called "Guess the Price" the activity found 10

key appliances, electronic and furniture items strategically spotted throughout the store, their price tags removed. Consumers were invited to guess the price of each, then to submit a total estimate of the 10 as a group. Contest merchandise was located so that in roaming from one piece to the next participants traversed the entire floor, passing through each of the store's departments in the process.

**RESULTS WERE SUBSTANTIAL:** The nothing-to-buy activity was staged simultaneously in Kirschman's original store, and duplicate grand prizes were awarded (Guatemalan vacations for two) to the persons submitting an estimate which was closest to the total value of the 10 untagged pieces. The store manager reports that results were excellent, both in sales and traffic.

---

### PROMOTION: Human Curiosity Helps

John T. King, manager of McCormick Furniture and Appliance Co., Topeka, Kans., hit upon a simple promotional stunt which helped move a healthy unit volume in just two short weeks. His plan was to play on human curiosity.

**HOW IT WORKED:** In late August, King hired a student from a local university, furnished him with the brightest

of sport clothes and ensconced him in a gaily-striped canvas chair on the sidewalk in front of his store. The student took up his station at one o'clock in the afternoon preceding the sale event, and stayed rooted to the spot throughout the evening hours. When curious passersby asked, "What the gimmick was?", he responded that he wanted to be first in line for the big sale the following day.

**HERE'S WHAT HAPPENED:** With the question being repeated, and answered, hundreds of times throughout the course of the afternoon, enough interest was developed to insure the arrival of over 1,000 people at the McCormick doorway at store opening time, nine a.m. the following morning. Big results, little in the way of actual expenditure for the store.

**ELECTRICAL MERCHANDISING** wants to hear about the IDEAS that you've used to advantage in your merchandising effort. Is there a promotional gimmick that's pulled in more than the usual amount of traffic? Has a unique advertisement gath-

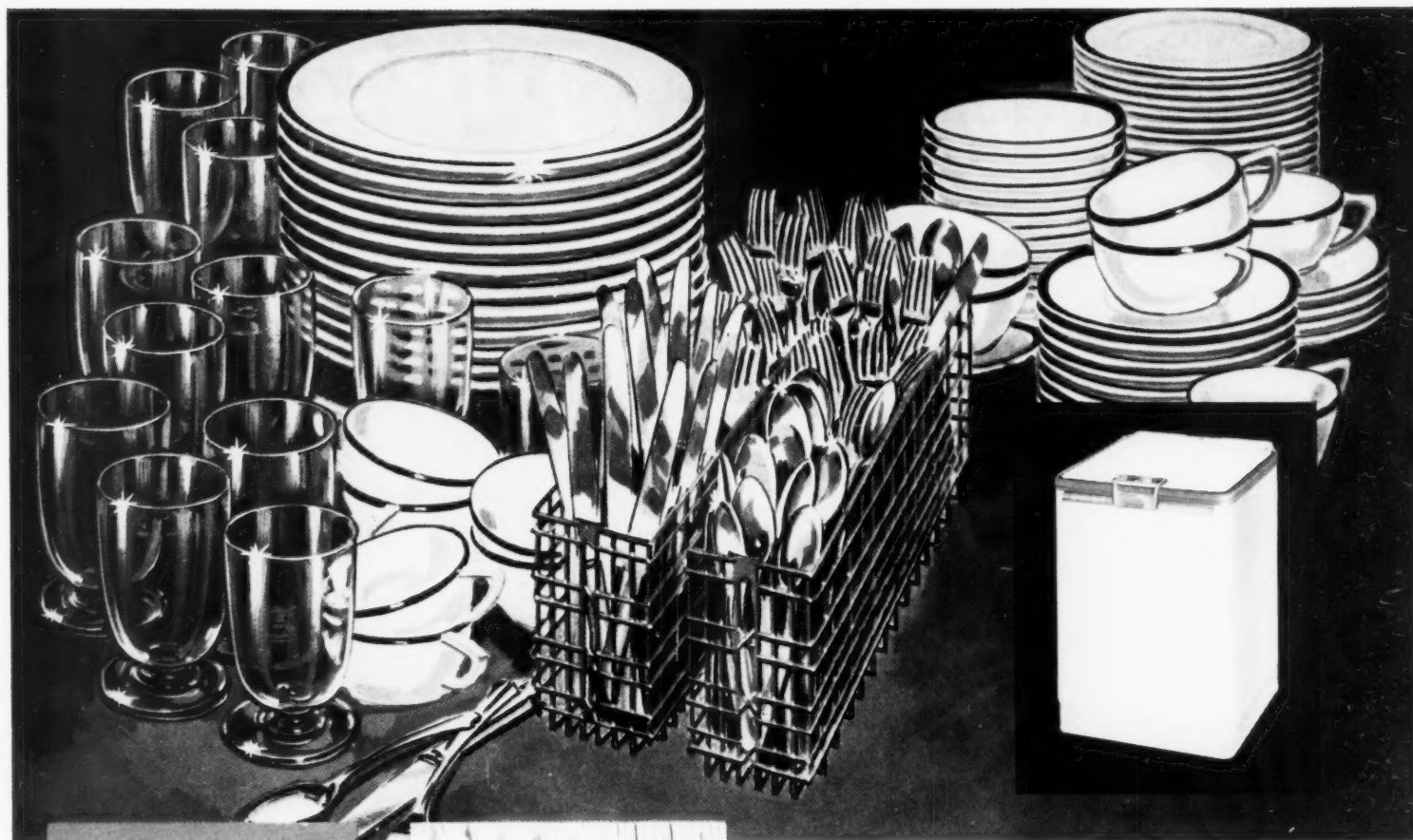
ered in the sales for you? What about the contests you've run in the course of the year which helped sweeten the sales picture? The editors want to know about them. And just to make it worthwhile for you to drop us a line and tell us about it,

Electrical Merchandising will pay \$15. for each idea which makes its appearance on this page.

Address your letter to Managing Editor, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y.

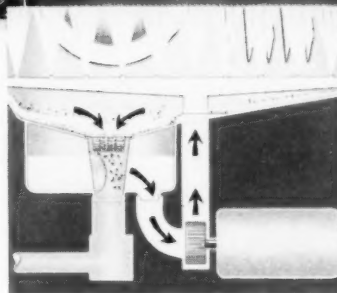
# more capacity

THAN ANY OTHER PORTABLE DISHWASHER!



## Exclusive 2 cycles, PLUS

There's a **NORMAL** cycle that will pre-rinse, wash *twice*, rinse and dry . . . a **SHORT** cycle that pre-rinses, washes, rinses and dries . . . *plus* the fabulous new Ready-Rinse\* cycle!



## Exclusive Cleaner Washing

The exclusive Filter-Stream\* system constantly filters all wash and rinse water through the *self-cleaning* filter to remove food particles and end tedious hand scraping or pre-rinsing.

## You get more to tell, more to sell in an RCA WHIRLPOOL

Now, you can offer your customers a portable with more features, better washability, easier loading and greater capacity than any other portable dishwasher. In fact, it has larger capacity than many built-ins. It holds 12 NEMA place settings plus 40 additional pieces of silverware.

The exclusive 2-cycle, *self-cleaning* Filter-Stream washing system eliminates tedious hand scraping and pre-rinsing. The Random-Loading racks are easier to load, too. Dishes can be mixed and intermingled in almost any manner for maximum capacity.

When your customers want a truly full-size portable dishwasher, sell them an RCA WHIRLPOOL . . . the only large-capacity portable on the market!

\*Tmks.

**RCA Whirlpool** PORTABLE DISHWASHERS



## "SHOWER of BARGAINS" PROMOTION

featuring today's greatest values at lowest prices!

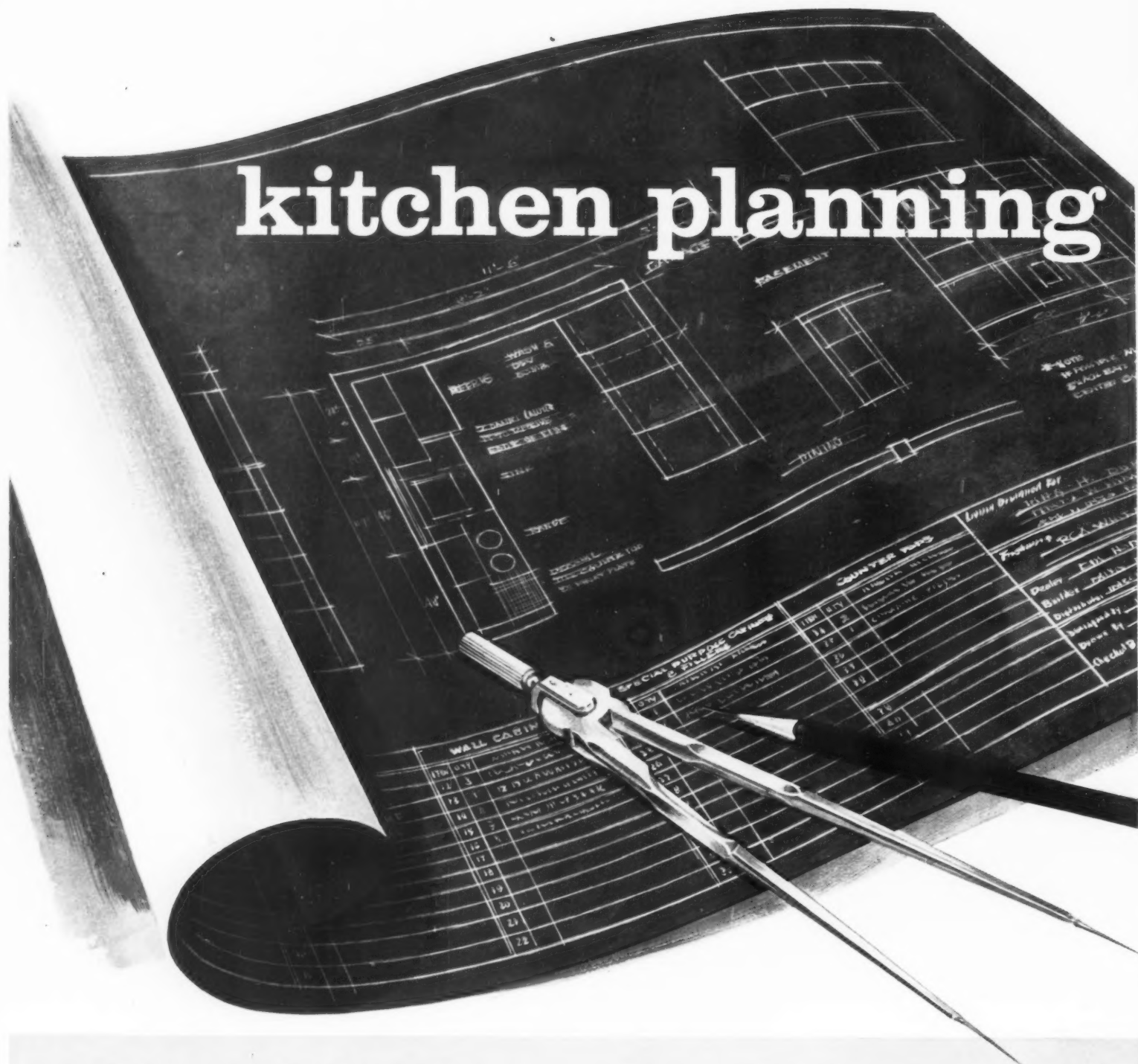
RCA WHIRLPOOL . . . America's first family of home appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

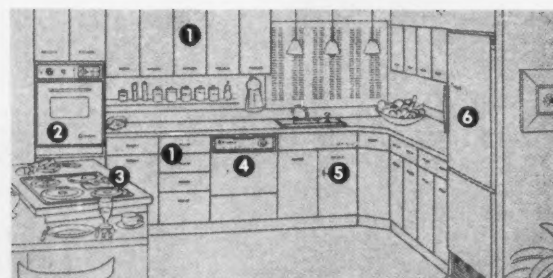


Use of trademarks reg. and RCA authorized by trademark owner Radio Corporation of America

# kitchen planning



Everything for modern kitchens with



(1) Select-A-Door\* wall and base cabinets (2) Built-in gas or electric ovens (3) Built-in gas or electric cooking tops (4) Dishwashers (5) Disposers (6) Gas or electric refrigerator-freezers . . . plus automatic washers, gas or electric dryers, gas or electric washer-dryers, air conditioners, combination range-sink tops.

\*Tmk.



**BEST NEWS EVER FOR ESTABLISHED  
AND NEW KITCHEN DEALERS...**

# is now done for you!

"Living For Young  
Homemakers" magazine  
kitchen experts will plan  
the RCA WHIRLPOOL  
kitchens you sell!



Here's the most profitable plan in kitchen selling today! You benefit two ways: **FIRST** — all your present kitchen-planning problems are eliminated, no more fuss or bother; thus, you get more time for selling, and you'll make more sales. **SECOND** — you get the finest kitchen-sales tool ever . . . a kitchen custom-designed especially for each of your prospects by the creative staff of **LIVING FOR YOUNG HOMEMAKERS** magazine. They will be beautiful kitchens that make selling easier, with all appliances and cabinets perfectly coordinated in color and design. And, they will offer the automatic features most wanted by most women. See your RCA WHIRLPOOL distributor or mail coupon for complete details.

*Here's a sample of what your prospects get!*

Complete visualization of an individually-planned kitchen which includes: (1) a beautiful perspective rendering of the kitchen in either full color or black and white; (2) a detailed floor plan and elevations; (3) a complete bill of material for the equipment.

one brand name



## Whirlpool

It's the best brand for you because only RCA WHIRLPOOL appliances provide a complete selection of built-in and free-standing models in both gas and electric . . . plus every type of cabinet in wood and steel or all steel to make modern kitchens complete. Each cabinet and appliance is engineered for simple, fast, economical installation. All are available from one source that's ready and willing to give you expert planning and merchandising assistance plus fast delivery. And, most important, each product carries one brand name that's nationally known for dependable service . . . RCA WHIRLPOOL!

RCA WHIRLPOOL... America's first family of home appliances  
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks RCA and RCA authorized by trademark owner Radio Corporation of America

**Mail coupon for complete details!**

Kitchen Sales Division  
Whirlpool Corporation, St. Joseph, Michigan  
Please send me complete information on the new  
RCA WHIRLPOOL kitchens and appliances.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Firm Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

EM-4

**For the package deal at a package price...it's RCA WHIRLPOOL!**



Roman Weilandt, Graybar Housewares Salesman, frequently covers the selling points of fast-moving "Graybar Recommended" appliances with A. E. McCool and M. J. Davis of the W. A. Wallace Co. Graybar's product knowledge, adequate stocks and speedy service assist in keeping a balanced operation.



## "We're growing with Graybar"

A. E. McCool, Partner



W. A. WALLACE, Partner

### How a midwest dealer has built a profitable business with balanced inventories of Graybar-recommended appliances

20 years ago, the W. A. Wallace Company of Hazel Park, a suburb of Detroit, Michigan, had its beginnings in a gasoline service station. Shortly afterwards, activities expanded into sales of appliances. Increasing concentration on this side of the business and the addition of new buildings to house it have resulted in a busy and profitable appliance-selling operation.

"Through the years, Graybar has been our principal electrical appliance supplier,"

say the two partners, W. A. Wallace and A. E. McCool. "We've found that customers want the quality merchandise that Graybar distributes — Sunbeam, Toastmaster, Universal, G-E, Telechron, Westinghouse and many other widely advertised brands. Adequate stocks maintained by the local Graybar warehouse, and speedy deliveries as we want them, assist materially in keeping a balanced inventory without surplus stock and tied-up capital.

"We've found, too, that Graybar's employee-ownership operation means that Graybar people have a personal interest in helping us. We benefit from their experience with effective appliance-promotion ideas. Yes, we've found it pays dividends to go—and grow—with Graybar!"

90

*Your Customers **WANT** the popular appliances...*

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.



In over 130 principal cities

# STEREO

## DUAL CHANNEL

AMPLIFIERS  
SPEAKER SYSTEMS

STEREO HI-FI RADIO - PHONO  
ALL-IN-ONE UNIT



Model 730 The Parker

**\$159<sup>95</sup>**

- 4-speakers . . . each channel has 8" woofer plus tweeter.
- Built-in switch converts all 4 speakers to one channel if external speakers are desired.
- Dual-channel amplifiers, 10-watt output.
- Radio too at this low price . . . with slide-rule dial!
- Automatic 4-speed changer plays all records, stereo and monaural!
- Decorator lowboy styling—mahogany or oak finish.

SLIGHTLY HIGHER IN SOUTH AND WEST

## STEREO 3-WAY COMBO

HI-FI PHONO • RADIO  
21-INCH\* TV



Model KY147 The Prescott

**\$249<sup>95</sup>**

- 4-speed lift-lid automatic Stereo Hi-Fi Phono, Hi-Fi Radio, Hi-Fi TV!
- Built-in stereo cartridge!
- Dual speaker system!
- Custom-wired chassis!
- Decorator styled lowboy cabinet!

SLIGHTLY HIGHER IN SOUTH AND WEST

\*Diagonal Measure

### PROMOTIONALLY PRICED . . . AND FULL PROFITS !

For the New Year, Olympic stimulates sales action in stereo! Gives you quality stereo to sell fast at promotional prices like these . . . with full profit for you! Gives you sales-making stereo packages too . . . fine-furniture lowboys . . . hand-

some Match-Mate separate-speaker consoles . . . a "piggy-back" portable with detachable second speaker! Read the prices . . . read the values . . . PUSH OLYMPIC STEREO NOW AND BE READY TO ADD UP TOP PROFITS!

BY

# OLYMPIC

Olympic Radio & Television • A Division of The Siegler Corporation • Olympic Building • Long Island City 1, N. Y. • World's Leader in Stereo Combinations • TV • Hi-Fi • Radio  
AS ADVERTISED IN LIFE • SATURDAY EVENING POST • LOOK • HOUSE BEAUTIFUL • EBONY • N. Y. TIMES MAGAZINE





## Why improvise? Why adapt? Use genuine Frigidaire parts, they fit!

Ever repair a compressor with a bobby pin and a wad of chewing gum? Of course you haven't! You wouldn't take the chance even if it could be done. Yet some servicemen still take a chance on parts and accessories which, in the long run, cost more through unnecessary call-backs and lost customer goodwill.

Nearly 10,000 successful servicing dealers know that imitations can never hope to match the made-to-fit quality and economy of genuine Frigidaire parts. Here's why! Frigidaire *knows* the complete engineering background and development of every Frigidaire product! Frigidaire *knows* why each original or replacement part was built the way it was!

Frigidaire *knows* what laboratory tests and research went into the original parts manufacturing! And, Frigidaire maintains complete stocks of parts for Frigidaire products old and new!

Make sense? We think so! There are 36 Frigidaire wholesale parts depots across the nation . . . each supplying upwards of 30,000 different items for fast service.

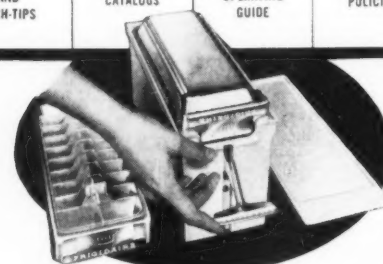
No matter what the job, insist on genuine Frigidaire Parts—precision-built to assure better, longer-lasting results. The right part, at the right price, is as near as the Factory Branch or Distributor's Office listed on the next page.

## FRIGIDAIRE Golden Rule Service



**New Frigidaire Ice-Ejector accessory can add extra profits to service calls**

On every service call, take along a Frigidaire Ice-Ejector Accessory Package. You'll be amazed how easily they sell themselves. Just show the customer how, at the touch of the lever, the ejector releases and stores ice cubes in the server bin. Each package includes two ejector ice trays and the combination ejector and server bin with removable cover. Fits most food freezers and freezer compartments.



# CLEAN-UP IN ADVERTISING

STORY STARTS ON PAGE 55

"was" as manufacturers list, which is checkable and at least gives the public some basis to go on, and eliminates blind or arbitrary "save" claims.

Philadelphia department stores (half a dozen of them do most of the appliance advertising which gets into city-wide papers) have given up comparatives.

Washington, D. C., has gone all out to get religion. A 30-appliance dealer meeting representing all the top advertisers resolved to give up comparatives completely in the papers. As of March 1, D. C. dealers started running one price only ("George's cut price: \$138") forsaking list, "was," "save," in either percentage or dollars. But the same group is anti-religion in the matter of point-of-sale comparatives.

Minneapolis, according to George Johnston, key dealer there and executive of NARDA in a speech to the associations' national convention in January is now clean. Chicago is getting a kind of religion too.

## Public Confession, Too

And the most unlikely markets are seeing a strange brand of evangelism which involves complete confession to the public. A wave of whistle blowing has engulfed some markets through newspaper ads, and some manufacturers in other industries are blowing whistles in national ads.

Vim stores, one of the biggest advertisers of appliances in New York, has taken upon itself the mission of teaching the buyer how to beware with an ad listing five safety rules for buying appliances and with a five-chapter series of "Dear Consumer" letters designed to educate the public in the evils of appliance pricing practices—but also working in a commercial for Vim.

In Chicago, Goldblatt's took to the papers with: "... in most cases, a list price is a valuation a manufacturer puts on a product, but the product has never actually sold for this price. We refuse to mislead our customers ... we quote no 'list prices' ..."

In Niagara Falls last August, months before the FTC guides kicked off the wave elsewhere, the Highland Furniture Co.

blew a big whistle (nearly a full page of small type copy set off from editorial by parallel columns of white space) in an ad headed: "REVEALED at last ... see how unethical selling methods rob you of hundreds of dollars!"

Highland's sales manager writes in part, "It was somewhat of a risk ... the results have been overwhelmingly positive ... For the four month period following ... our sales increased 20 percent over the same period last year." He also offers the ad to anyone who will write him direct: Samuel A. Colavecchia, Highland Furniture Co., 923 Niagara Avenue, Niagara Falls, N. Y.

Further, the *Readers' Digest* of December 1958—and the article was reprinted in full by Simmons in the January 12, 1959 *Beautyrest* ad—exposed phony ads with a three-page story on price deception. Of 15 cases cited by author Don Wharton, eight were from the appliance-TV-small appliance business. He tells of a power mower manufacturer which advertises in a trade ad: "Look at my fantastic price structure. ... Suggested list \$109.95. Can retail with full markup for only \$59.95." And of the Chicago BBB which found total savings on 23 appliances in the paper reached \$2112.59, but investigation showed a family would have done \$50 better by buying these "bargains" at regular prices at other stores. And the Pittsburgh department store which was caught "red handed" (by the BBB or FTC, presum-

ably) in a "Bargain Day" offering of a TV set ("List price \$240.95") for \$197—the same set which the store sold previously at \$189.95.

## Manufacturers Step In

There's further evidence of cleanup too, whether traceable to the FTC guides or not. Schick has reduced its list from the unrealistic \$31.50, to "realistic" \$22.50 and has gone direct in order to "maintain a fair profit return" for its dealers. G-E "took a firm step ... to eliminate 'unsound and uneconomic' advertising" by setting low-lows in ads, below which G-E won't pay co-op. Sunbeam won't permit advertising on the West Coast below 15 percent discount on penalty of losing the franchise. (See "Has Sunbeam Found the Answer?" page 63 of this issue.)

In summary then, there is some movement to clean things up. Whether it continues, no one can tell so soon. As one FTC observer said it: "It took years for advertising to get this bad, we can't expect overnight cleanup.

But there is much hope that optimism is warranted. FTC, again, feels that its guides give to retailers who have been caught in quicksand—and hate the way they are compounding deceit to keep competitive with the Joneses—an opportunity to go honest again now that they know they're being watched. The Commission also feels that its guides give ammunition to others who can help nip misleading practices before they happen. Newspapers and radio stations can now point to the guides and refuse to run non-compliance ads—theoretically. Distributors and manufacturers can—theoretically—refuse to pay co-op on non-compliance ads. But most important, the more aware people are made, the more they themselves can beware of deceptive practices and the stores which perpetuate them.

But whether any force on earth can really clean things up is still very much in doubt.

Only the industry itself can clean itself up and restore the consumers' faith in appliance-TV merchandising. It is easy to be against sin. It is not easy to stop sinning. *End*



"I REALIZE I DON'T LOOK VERY AGGRESSIVE, BUT I CARRY A GUN."



## Why improvise on SERVICE TRAINING When Frigidaire provides the finest TUITION-FREE!

Expert servicemen, qualified to do the job right the first time, that's a major goal of Frigidaire Golden Rule Service. Frigidaire offers guidance, technical assistance and professional training. For information on parts and training call or write:

### FRIGIDAIRE SALES CORPORATION OFFICES

ATLANTA, GA.  
2995 E. Ponce de Leon Ave., Decatur, Ga.  
BALTIMORE-WASHINGTON  
2315 Cecil Ave., Baltimore 18, Md.  
BOSTON 15, MASS., 25 Blandford St.  
BUFFALO 2, N. Y., 1018 Main St.  
CHARLOTTE 1, N. C., P. O. Box 1192  
CHICAGO 51, ILL., 1200 N. Homan Ave.  
CLEVELAND 14, OHIO, 1729 E. 22nd St.  
DAYTON 19, OHIO  
P. O. Box 597, Far Hills Station  
DENVER 4, COLO., 215 Wazee Market  
DETROIT 28, MICH., 13940 Tireman Ave.  
FORT WORTH 7, TEXAS, P. O. Box 9847  
KANSAS CITY 16, MO.  
1534 Burlington St., North Kansas City  
LOS ANGELES 58, CALIF.  
P. O. Box 58314, Vernon Branch  
MINNEAPOLIS-ST. PAUL, MINN.  
2331 University Ave., S. E.  
Minneapolis 14, Minn.  
NEW ORLEANS 19, LA., 4141 Bienville St.  
NEW YORK 19, N. Y., 1775 Broadway  
OAKLAND 8, CALIF., 1250 53rd St.  
PHILADELPHIA 24, PA.  
500 E. Hunting Park Ave.  
PITTSBURGH 6, PA., 248-50 S. Euclid Ave.  
PORTLAND 9, ORE., 1035 N. W. 14th Ave.  
ST. LOUIS 8, MO., 482 N. Kingshighway Blvd.

### FRIGIDAIRE DISTRIBUTORS

EL PASO, TEXAS  
W. G. Walz Co., 500 San Francisco St.  
HAGERSTOWN, MD.  
Potomac Edison Co., 55 E. Washington St.  
HOUSTON 2, TEXAS  
Cox & Blackburn, Inc., 2301 Commerce Ave.  
INDIANAPOLIS 2, IND.  
Refrigerating Equipment Co.  
900 N. Senate Ave.  
LOUISVILLE 1, KY.  
Smith Distributing Co., P. O. Box 1495  
MEMPHIS 3, TENN.  
McGregor's Inc., 1071 Union Ave.  
MIAMI 36, FLA.  
Domestic Refrigeration Co., Inc.  
134 N. W. Third Ave.  
OMAHA 8, NEB.  
Major Appliance Co., 1101 Jackson St.  
ROCHESTER 4, N. Y.  
Chapin-Owen Co., Inc., 205 St. Paul St.  
SALT LAKE CITY 11, UTAH  
W. H. Bantz Co., P. O. Box 1350  
SAN ANTONIO 6, TEXAS  
Straus-Frank Co., P. O. Box 600  
SIOUX CITY 2, IOWA  
D. K. Baxter Co., P. O. Box 1707  
SPOKANE 1, WASH.  
Sunset Electric Co., North 703 Division St.  
SYRACUSE 1, N. Y.  
Onondaga Supply Co., Inc.  
341 West Genesee St.  
TAMPA 2, FLA.  
Lyons-Forky, Inc., 105 Twigg St.  
TORONTO, CANADA  
Frigidaire Products of Canada, Ltd.  
1901 Eglinton Avenue, E.  
Scarborough, Ont., Can.



**FRIGIDAIRE**

Backed by General Motors  
Frigidaire Service Department, Dayton 1, Ohio

# *New Automatic*

Gives One-Touch





# Push-Button Timer

## Automatic Selection of Complex Cycles

*Advanced design offers extra flexibility and ruggedness at attractive cost.*

Here's a new electric appliance sales booster with extras! The new E.T.C. fully automatic sequence timer relieves the consumer of mental gymnastics, programs an entire operation with the push of a button. It does *more* than any other programming equipment . . . straightforwardly and at a practical cost. It's the latest engineering achievement from the company which pioneered automatic sequence timers for appliances.

*The automatic sequence timer switch is extra flexible:*

- lets you get varied styling designs: the basic timer can be supplied in different arrangements to match your needs
- broad range of functions provided by 24 push-button selections
- terminal board can be positioned on any of 3 sides of switch . . . to fit your own space and wiring connection requirements
- all switching contacts are mounted on a single panel . . . simplifies connection of wiring, makes service easy
- standard panel board is used for servicing different models, cuts your stock

*What's more, with the automatic push-button timer switch, you get . . .*

**sub-interval switching**—readily added through standard snap-action switch, easily mounted for cam actuation.

**manual cycle advance**—disc on the motor shaft which can protrude through front panel.

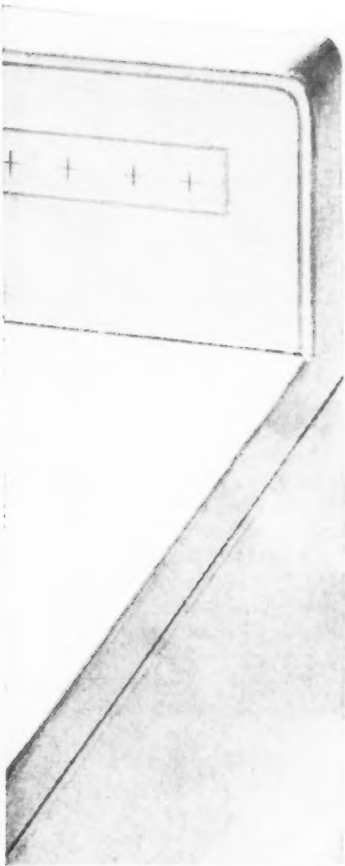
**cycle indicator**—the manual advance disc can be calibrated to indicate the position of the cycle.

**4-second programming**—quick automatic selection is completed almost instantly after push-button is pressed.

**positive stop**—program selection finishes at a mechanical stop . . . no danger of getting incorrect cycle which might damage fabrics.

**positive drive**—through unique reciprocating drive escapement which eliminates problems of insufficient torque.

The new timer's uncomplicated, rugged design—with all these extras—assures long, maintenance-free service. Write us today for consultation on the fully automatic sequence timer switch for your appliance line.



The two versions of the E. T. C. automatic push-button timer shown here are typical of the various arrangements which can be custom-engineered to your requirements. And it is available in the price range of regular interval timers.

**Electronic Timers Co.  
Warsaw, New York**

**A Division of**



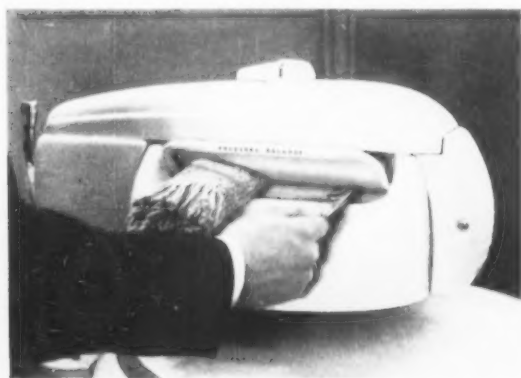
# There's more profit in a wringer washer line when it features...



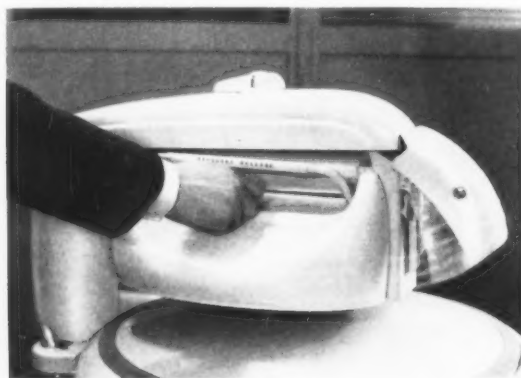
## WRINGERS

As every salesman knows, many prospects have definite reasons for wanting a wringer washer. Some, because wringer washers get even the dirtiest clothes *really clean*. Others want dependability, speed and savings in soap and water.

With such prospects, dealers find wringer washers easier and more profitable to sell... with no trade-ins and no service headaches. *And let's face it!* The distinguishing difference between a "wringer" washer and any other washing machine is *the wringer itself*. So, you make more money when you promote those washers that feature the best known, best liked and best performing wringers... **LOVELL PRESSURE CLEANSING WRINGERS.**



• "Wringing" a dollar bill and folded rug together shows how Lovell's balanced pressure gets ALL clothes cleaner and drier.



• Sell Safety. A touch of the bar releases roll pressure on standard models. Deluxe model 77 responds to an instinctive "pull-back."

Pressure cleansers have been the main line at Lovell's for more than 75 years. Their superior engineering, quality construction and solid sales features have made them the number one choice of leading washing machine manufacturers.

There's profit and good will to be gained from the sale of wringer washers. But you'll get your full share only when you feature the lines that feature Lovell. For now more than ever before, the wringer makes a significant difference. And Lovell Pressure Cleansers are the best known, best liked wringers.



## PRESSURE CLEANSING WRINGER

Lovell Manufacturing Company • Erie, Pa.

You'll find Lovell Pressure Cleansers on such famous manufacturers' brands as

- BARTON • BLACKSTONE
- DEXTER • EASY • MONARCH
- ONE MINUTE • PHILCO
- WOMAN'S FRIEND • ZENITH

## Sunbeam

STORY STARTS ON PAGE 62

dealers understand figuring costs of doing an electric housewares business.

Appliance-TV dealers compared the Sunbeam margins to the store standard's for major appliances and home entertainment products; jewelry stores pointed out the margin on watches and silverware when reviewing the new Sunbeam price sheet; hardware and department stores quoted their associations' figures on costs of doing business.

No one—not one merchant in any field—had figures on the turnover of his investment in electric housewares; gave any consideration to dating plans and their relation to profit on investment, or no investment; took into consideration the rapid turnover during the two peak seasons. It seemed apparent that unless the electric housewares section of NEMA, or NARDA, undertakes this education, every manufacturer of small appliances will face criticism on margins from dealers.

### IV. Co-op Funds Are Figured On a New Basis

One important phase of Sunbeam's trial program must await the April-June housewares season to receive a proper test. With its January 5th announcement of the program, Sunbeam outlined to dealers "a local co-operative advertising and service plan..." "On a uniform basis to all dealers..." who maintain a regular display, and who buy at least \$100 worth of Sunbeam appliances a year, the company offers: (a) In-store promotions and displays; (b) Local advertising funds under special conditions; (c) Product demonstrations.

Only the conditions of granting local advertising co-operative funds vary particularly from industry practices. Instead of the flat 5 percent advertising allowance formerly granted, Sunbeam's new program will set up a 10 percent advertising credit allowance for a dealer order of \$750 or more of Sunbeam appliances for shipment at one time to one address. Dealers who buy \$100 worth or more a year, but who do not place orders for \$750 worth or more, have an alternate plan which grants them a 10 percent allowance to apply to specified displays.

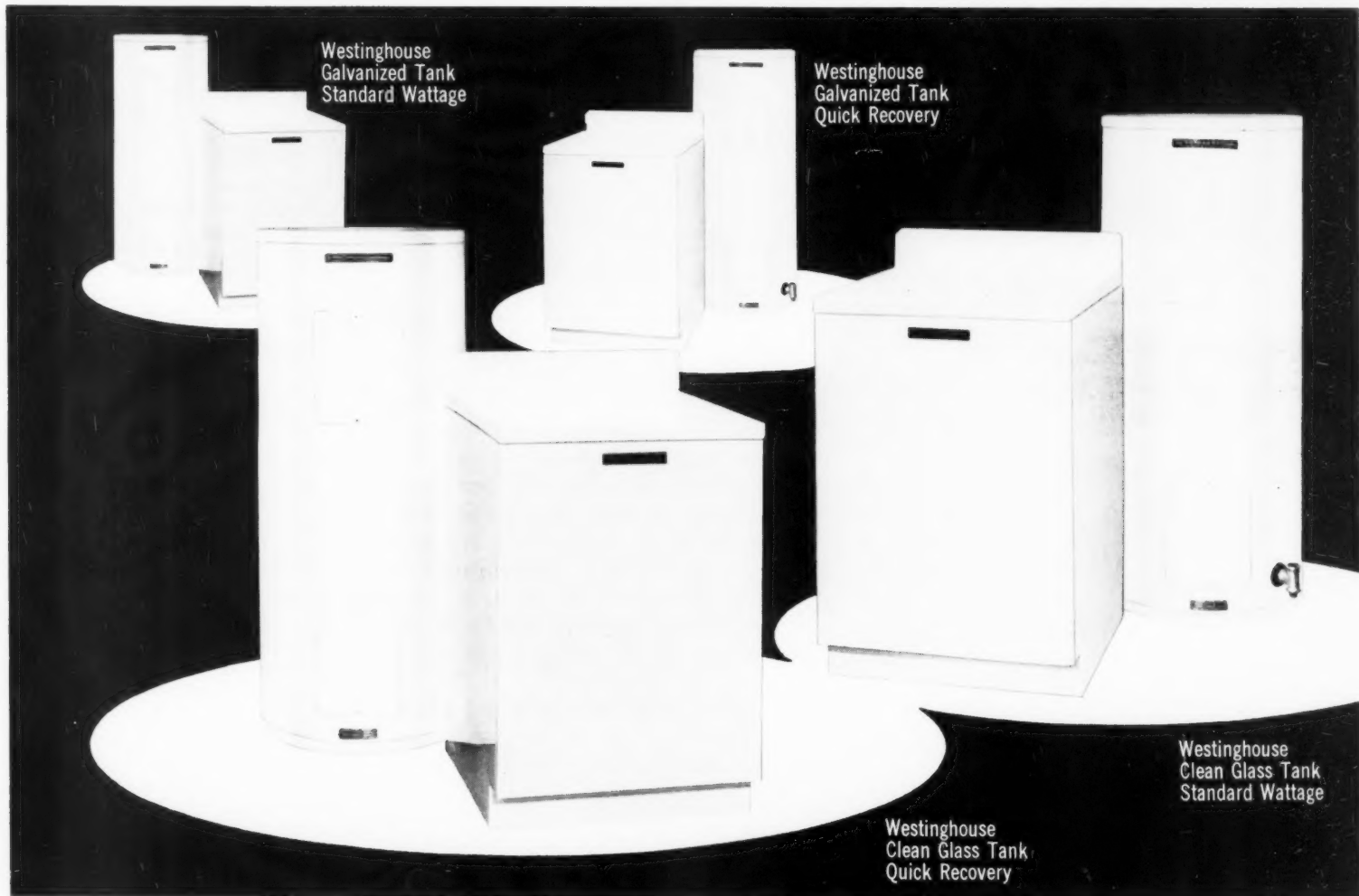
Few dealers felt ready to com-

*Continued on page 98*

# NEW! Westinghouse

## *Clean Glass* ELECTRIC WATER HEATERS

### *with revolutionary* MAGNEMISER SYSTEM



## ***NOW... a full profit, sell-up line for '59!***

Sell the finest in crystal clean hot water service . . . the Westinghouse Clean Glass Water Heater. It's far more than just a glass-lined water heater. The MAGNEMISER SYSTEM gives complete tank protection . . . stops damaging electrolytic corrosion and lengthens the time of magnesium protection to the tank.

Sell Westinghouse QUICK RECOVERY . . . the fastest in hot water delivery. Super-speed Direct Immersion Elements heat water *6 times faster* than ordinary water heaters . . . put all the heat into the water for 100% efficiency.

Westinghouse gives you more with a size and type water heater for every customer need.

CALL YOUR WESTINGHOUSE DISTRIBUTOR FOR SPECIAL **SPRING PURCHASE PLAN** AND DETAILS OF THE COMPLETE LINE FOR '59

**YOU CAN BE SURE...IF IT'S** **Westinghouse**

Westinghouse Electric Corp., Major Appliance Division, Columbus, Ohio

ANOTHER EXAMPLE OF WESTINGHOUSE



IN ACTION



# BURGESS is America's Fastest Growing battery line!

THAT'S WHY IT'S THE  
Top Name in Portable Radio Battery Sales!



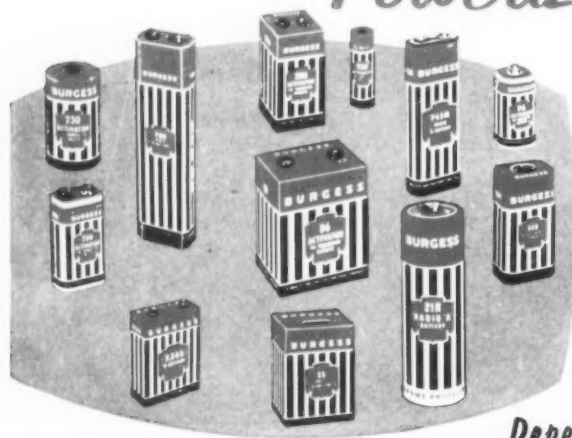
BURGESS BATTERIES

WITH

*"Lasting Freshness!"*

FOR ALL RADIOS

*Powerize* YOUR SALES!



BURGESS BATTERIES supply you with a complete line of the finest portable radio batteries available. Powerful Burgess Batteries are fresher when you get them, fresher when you sell them. You make more initial sales, plus pulling increased repeat business. Burgess — always the best in batteries for tube model portable radios — now leads the field with the finest batteries for transistor type radios!

*Depend on BURGESS the Complete Line!*

*More Selling Power to You!*

1959 BURGESS PORTABLE RADIO BATTERY PROMOTION AIDS



MOTION DISPLAY  
Brand New in '59



STEEL FLOOR STAND



WIRE COUNTER RACK



FLOOR STAND



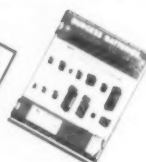
PANEL DISPLAY



NEW!  
"Lasting Freshness"  
WINDOW BANNER



NEW!  
COUNTER  
CARD



NEW 6 PAGE  
CATALOG



NEW SUGGESTED  
DEALER PRICE LIST



Brand New ANOTHER BURGESS FIRST IN '59  
COMPLETE POCKET REFERENCE MANUAL

Contact Your BURGESS Distributor For Full Details Today!

BURGESS BATTERIES

BURGESS BATTERY COMPANY  
FREEPORT, ILLINOIS

## Sunbeam

STORY STARTS ON PAGE 62

ment on the terms of this advertising allowance. They liked the idea of the 10 percent—but they wondered if they would find themselves in the position of having to overstock on some items to fill out an order for \$750, or whether they might be tempted to run quite low on Sunbeam stock to get into a position to order \$750 worth. There was some feeling that Sunbeam might modify these terms since new policies have been announced by competing manufacturers. But this is conjecture by dealers who would not be making use of any advertising allowance this early in the season. The dealers who have been advertising during the first quarter are those to whom \$750 would represent only part of the order—and they have been getting a 10 percent allowance.

### V. Consignment Turns Distributors Into Agents

Not having forgotten the golden days of Fair Trade, most Sunbeam distributors—now distributor-agents—have the attitude expressed by one in northern California: "We are going to give the program our full support to see if it will work—this was a good business, I hope it will be a good again. Maybe Sunbeam has the answer.

Because most of his sales so far have been used to fill pipelines depleted during the late fall, no distributor can tell how he will make out in profit as a Sunbeam agent. But he seems happy with the rules that have been set down for him. He used to get 15.5 percent as a distributor—now he gets 16.1 percent on sales of less than 6 units, 13 percent on sales of 6 or more. On sales of \$750 or more to one dealer at one time, the distributor-agent is obligated for 2 percent, his share of the 10 percent advertising allowance granted a dealer on such orders.

"We feel that this should be a profitable arrangement for us," one southern California distributor commented. "But the dealers shouldn't think that now, as agents, we just sit back and take our commission like a broker." Whereas an average independent distributor formerly had from \$12,000 to \$28,000 invested in Sunbeam inventory, today he has none—theoretically. The stock in

Continued on page 104

# First

BY EVERY COMPARISON

## ROPER

### GOLD STAR GAS RANGES

*First*  
IN PERFORMANCE . . .

*First*  
IN CONVENIENCE . . .

*First*  
IN QUALITY . . .

### ROPER GIVES YOU MORE SALES-APPEALING FEATURES TO OFFER

The combination of Gold Star standards and traditional Roper quality makes it easy for you to "sell up" to higher profits. Roper supports its Gold Star gas ranges with a comprehensive advertising program that ties in perfectly with A.G.A.'s \$30,000,000 promotion. You can use both to make 1959 a record appliance year. Ask about a money-making Roper franchise.

WRITE DEPT. EM  
FOR COMPLETE INFORMATION

FIRST CHOICE  
OF  
HOMEMAKERS  
EVERYWHERE



BACKED BY A  
\$30,000,000  
INDUSTRY-WIDE  
ADVERTISING  
PROGRAM

**GEO. D. ROPER SALES CORP.**

A subsidiary of Geo. D. Roper Corporation  
KANKAKEE, ILLINOIS



# THE NEW SOUNDS OF SPRING ARE HERE NOW!

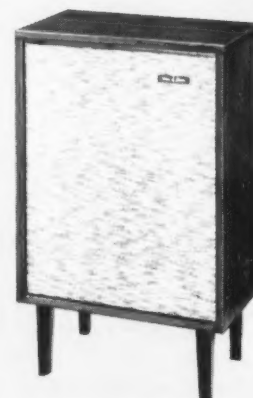
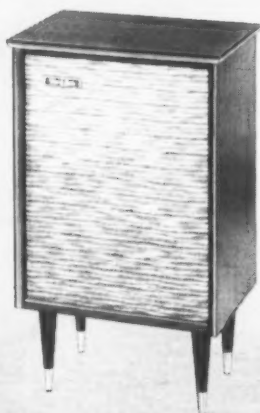


OFFER STEREO ANY WAY YOUR  
CUSTOMERS WANT IT! SELL

**V-M** — THE VOICE OF MUSIC

- ONE-PIECE AND TWO-PIECE CONSOLE STEREO SYSTEMS
- SENSATIONAL 'STEREO/MODULAR' CONSOLE
- SELF-CONTAINED PORTABLE STEREO SYSTEMS

**V-M/Stereo/Modular Stereophonic High-Fidelity Phonograph Model 580**—The most unique and versatile of all stereo consoles! Three separate furniture pieces form one beautiful console! Use as a single unit or separate in a variety of pleasing ways. Rich walnut. . . . \$350.00†



V-M/Stereophonic High-Fidelity Console—Model 811. Blonde, Mahogany, Walnut. . . . \$179.95†

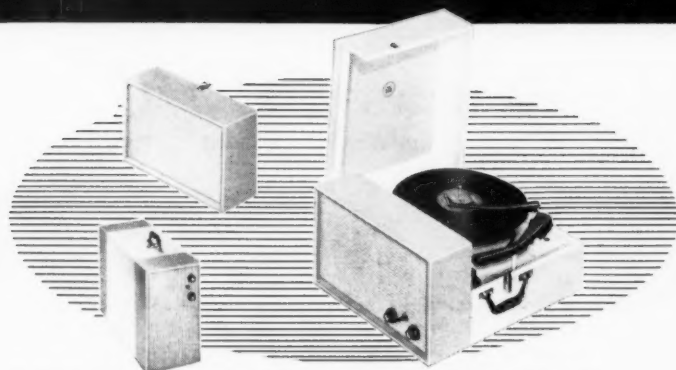
V-M/Auxiliary Speaker System—Model 14. Complements Model 811. . . . \$55.00†

V-M/'Contempo' Stereophonic High-Fidelity Console—Model 801. Blonde or Walnut. . . . \$249.95†

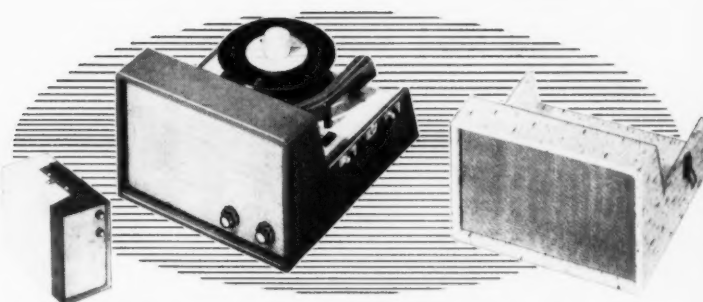
V-M/Auxiliary Speaker System—Model 11. Companion to Model 801. . . . \$67.50†

ALL OF THESE FINE PHONOGRAPHS FEATURE EXCLUSIVE V-M 'STERE-O-MATIC'® 4-SPEED AUTOMATIC RECORD CHANGER—DUAL-CHANNEL AMPLIFIER—'tone-o-matic'® LOUDNESS CONTROL—PLAY BOTH STEREO AND MONOPHONIC RECORDS. SYSTEMS HAVE FOUR AND FIVE HIGH-FIDELITY SPEAKERS.





**V-M/Automatic Portable Stereo System—Model 312 with FOUR SPEAKERS**—'Stere-O-Matic' 4-speed record changer. Two completely detachable speaker systems each containing two speakers. Dual-Channel amplifier. Plays *all* stereo and monophonic records. Dual Loudness and Bass/Treble controls. Blue and white with silver accents. . . . . \$109.95†



**V-M/Portable Stereo System—Model 301**—Remarkably light (16½ lbs.) completely self-contained portable. Two complete speaker systems in detachable sections. Dual-channel amplifier. Plays 45 rpm stereo and monophonic records as well as 16 rpm 'Talking Book' records. Simple controls. Charcoal gray and Explorer white. . . . . \$59.95†

**V-M REVOLUTIONARY NEW PORTABLE STEREO SYSTEMS ARE MAKING NATIONWIDE NEWS!**

**V-M 'tape-o-matic'® MODEL 714 IS AMERICA'S TOP SELLING PORTABLE TAPE RECORDER!** Plays stereo tape recordings. Records and plays back monophonically. Two high-fidelity speakers. Simple push-button controls. Cathoptic Tuning Eye for professional-quality recording results. Microphone and accessories. . . . . \$225.00†



**V-M StereoVoice Amplifier-Speaker—Model 166**—Same styling, same superb speaker complement as in Model 714. This perfect stereo companion can be used with recorder, record changer and radio tuner. Balanced response from separate Bass and Treble controls. . . . . \$75.00†



**V-M'S TAPE-O-MATIC PROMOTION IS BREAKING SALES RECORDS FROM COAST-TO-COAST**—Dealers the country over are clamoring for more and more of these sensational kits that are putting tape recorder sales over the top!

**EXCLUSIVE V-M 'FAMILY PLEASURE PACKAGE'**—YOU CAN OFFER IT WITH EVERY V-M STEREO-PLAYBACK TAPE RECORDER YOU SELL! A GIGANTIC VALUE NO CONSUMER CAN DUPLICATE! A sensational V-M created kit that sells everyone in the family . . . young and old!

**HERE'S WHAT THIS AMAZING PACKAGE CONTAINS!**

- You 'Co-Star' on tape with Hollywood stars!
- 'Add-the-Melody' tape recorded accompaniment!
- Stereophonic Concert—a pleasing variety of selections!
- Four puppets and a TV Theatre Stage plus tape recorded puppet plays for family shows!
- A Zany Play Script to tape record!
- A Record of unusual sound effects!
- Classic Literature read by famous stars!
- Children's Stories on tape!
- Square Dances on tape (with printed instructions!)
- Sturdy Plastic TV Program Cover!
- "How-To-Do-It" Manual explains everything!

**CALL YOUR V-M DISTRIBUTOR TODAY!**

YOUR CHOICE FOR MUSIC IS—

**the Voice of Music®**  
V-M CORPORATION BENTON HARBOR, MICHIGAN

World Famous for the Finest in Phonographs,  
Tape Recorders and Record Changers

**V-M HAS A FULL STEREO LINE—THESE ARE JUST A FEW OF THE FULL-PROFIT MODELS YOU'LL SELL IN VOLUME!**

\*T.M. of V-M Corp.

†Slightly higher in the West

**WORLD'S GREATEST HOUSEWARES MARKET**

for you and the people you must reach!

# **31<sup>st</sup> NHMA**

## **NATIONAL HOUSEWARES EXHIBIT**



**JULY 13-17, 1959**

(Monday thru Friday)



# **ATLANTIC CITY CONVENTION HALL**

**ATLANTIC CITY, NEW JERSEY**

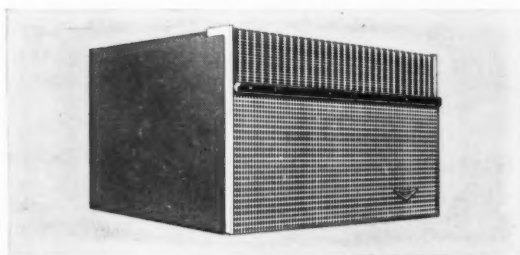
*Industry-sponsored for the  
Nation's Housewares Manufacturers and Buyers by the*  
**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

(Incorporated not-for-profit)

**1130 Merchandise Mart, Chicago 54, Ill.**



**8,000 BTU POWER+PLUS PORTABLE MODEL.** Installs in minutes. Can be moved from room to room — even to basement for use as dehumidifier. 7½ and 12 amp models operate on adequate 115-volt circuit. No special wiring.  
1 HP. MODEL 8AMP100



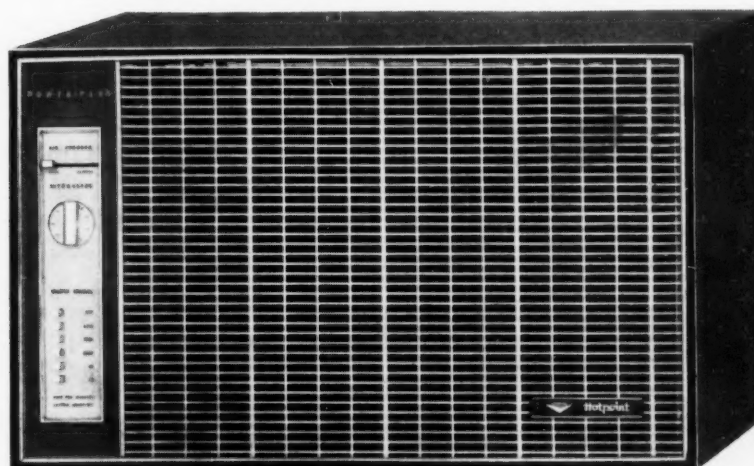
**14,500 BTU POWER+PLUS MULTI-ROOM MODEL.** Compact. Gives all-through-the-house cooling. Permanent Electrostatic filter. Many deluxe Hotpoint features.

2 HP. MODEL 128AML200

**16,000 BTU POWER+PLUS MULTI-ROOM MODEL.** Giant capacity. Powerful circulation. Ideal for cooling larger homes, stores, offices. Permanent Electrostatic filter.

2 HP. MODEL 128ADL200

# ALL NEW FOR '59!



"it's Hush Quiet!"

## Hotpoint AIR CONDITIONER

**BIG 1-HP. 10,000 BTU CAPACITY AT A LOW PRICE FOR VOLUME SELLING THIS SEASON**

Hotpoint gives you more to sell in this all-new unit for '59. Slim Sill-o-ette styling . . . hush-quiet 1 hp. performance . . . 10,000 BTU capacity . . . rippled fins and staggered tubing for greater cooling power, more thorough moisture removal. All this and many more quality features will make this new Power+Plus addition to your '59 Hotpoint line a top volume-producer. Call your distributor today.

**REVERSE-CYCLE MODEL 9ADKR100** produces clean, comfortable heat automatically. Ideal for chilly Spring or Fall days. Hush-quiet performance helps close more sales.

### PERMANENT ELECTROSTATIC FILTER ON ALL HOTPOINT AIR CONDITIONERS

Polystyrene filter material woven so friction of air passing through it creates an electrostatic charge attracting dust and pollen. Quality construction throughout — never needs replacing. Rinses clean easily in cold or lukewarm water.

**Hotpoint Dealers' profit opportunities are greater than ever before . . .  
If you're not a Hotpoint Dealer you should be!**

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)



A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES · REFRIGERATORS · AUTOMATIC WASHERS · CLOTHES DRYERS · CUSTOMLINE  
DISHWASHERS · DISPOSALS\* · WATER HEATERS · FOOD FREEZERS · AIR CONDITIONERS



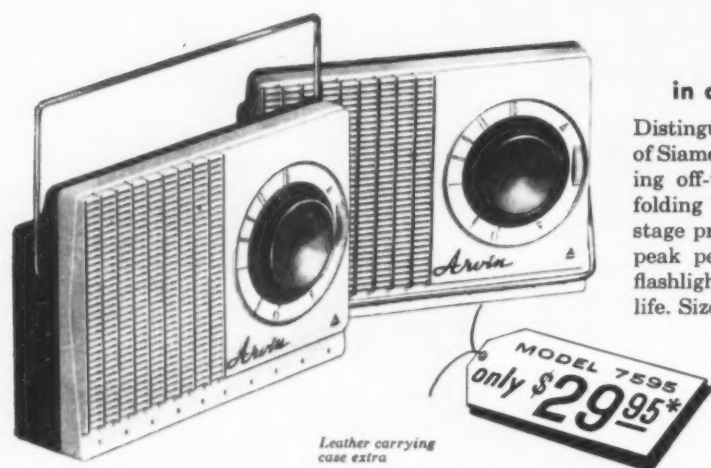
**Tonic for Spring-Time Portable Sales and Profits!**



# Arvin presents

## two new, high-quality, low-priced all-transistor portables

*Arvin's superior engineering is a powerful selling force—because radio customers want the assurance that a reliable reputation gives. With these two new models you can offer a total of seven all-transistor Arvin portables, covering the market from \$29.95\* to \$79.95\*.*



### Fresh styling in an all-transistor portable

Distinguished two-tone cabinet in choice of Siamese pink or charcoal with contrasting off-white face. Brass-tone trim and folding handle. Reflex audio transistor stage produces superior tone quality and peak performance. Uses only four "C" flashlight cells with estimated 100-hour life. Size 7" x 5" x 2 1/4".

## NATIONALLY ADVERTISED

### Seven-transistor table-portable

Brilliant new styling in three striking color combinations: gray with gold-flecked white face; charcoal with black face; off-white with gray face. Stands upright as a portable, or lies flat as a table model. Two-way dial for easy reading in either position. Seven premium-quality transistors plus two germanium diodes for unexcelled performance; automatic volume control; push-pull output; 3-inch speaker; earphone plug. Uses four "C" flashlight cells with estimated 300-hour life. Size 7"x5"x2 1/2".



**OTHER ARVIN RADIOS—PORTABLE, TABLE, CLOCK, STEREO—23 MODELS, \$16.95 TO \$100.00\***



**Electronics and Appliances Division • Arvin INDUSTRIES, Inc., Columbus, Indiana**

*Arvin also manufactures Phonographs, Portable Electric Heaters, Fans  
Car Heaters, Ironing Tables, Leisure Furniture, Barbecue Grills*

\*Prices slightly higher far West and South

## Sunbeam

STORY STARTS ON PAGE 62

his warehouse belongs to Sunbeam, which pays personal property taxes, fire insurance, etc. But, unlike most brokers, the distributor-agent has his warehouse costs. And, once the stock moves to the retailer, the distributor-agent is responsible for credit and collection. He bills the retailer at the prices set by Sunbeam, but may offer any terms he wishes. At the end of any month, the distributor-agent inventories the stock in his warehouse, pays Sunbeam for what has gone out—whether or not the dealers have yet paid for it. Under the present plan, the distributor-agent must supply Sunbeam with a copy of every invoice—showing model and price.

Selling techniques by the distributors as agents have changed. Because the distributor-agent has no control over price, he can't compete with another distributor-agent on the basis of "an extra 3 percent" or other deal as was customary in the past. Several dealers believe that smart distributor-agents will find ways around this barrier when they compete for the big spring business—in fact these dealers are ready with suggestions. But until then, the new program seems to have settled many problems at distribution level and brought to partial fruition the aim expressed by Sunbeam's vice-president C. Clifford Mendler when he stated that the company is "... pioneering this totally new approach in an effort to restore the independent distributor to a state of economic health ..."

### VI. Will Sunbeam Extend The Program

There has been no indication of when or whether Sunbeam will extend this program nationwide. When interviewed in San Francisco by ELECTRICAL MERCHANDISING, Mendler stated that the test would have to show that the program is good for Sunbeam sales. Commenting on the huge investment necessary to finance consignment, he said that it will be worthwhile if it creates better marketing conditions. To most observers it seems likely that the tests in Washington, Oregon and California would have to run at least through June to subject the program to the full variety of conditions necessary to judge its national potential. *End*

**EXCLUSIVE**

# **NEW MAYTAG WITH T.B.I. (TIMED BLEACH INJECTION)**



This new Maytag Automatic with exclusive **T.B.I.** takes the worry, work and mistakes out of bleaching - makes hand-bleaching old-fashioned. **T.B.I.** turns out whiter washes than any other automatic on the market. **T.B.I.** - Timed Bleach Injection -

means bleach is added to wash water at exactly the right time in exactly the right strength. Only Maytag with **T.B.I.** lives up to the promise of whitest washes - a mighty potent appeal to women. And only Maytag Dealers can offer **T.B.I.**

*The Maytag Company, Newton, Iowa.*

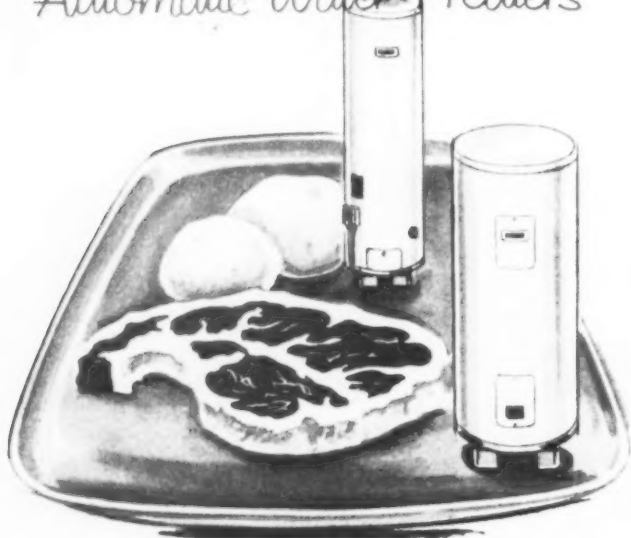
**Another demonstrably better feature from...**

# **MAYTAG**

meat and potatoes  
to your business...

## TOASTMASTER

Automatic Water Heaters



Yes, sir . . . water heater sales can be the meat and potatoes of your business, if your merchandising effort is directed toward the available market. Here's why:

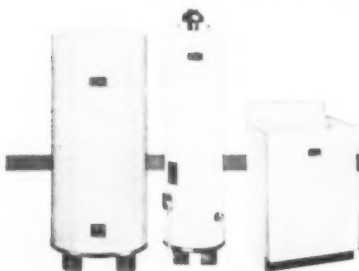
- Fact 1:** Every new home built includes automatic water heating equipment of some sort.
- Fact 2:** 63% of all water heaters sold in the United States are replacements. (Approximately 1,890,000 every year!)
- Fact 3:** While primary installations often include water heaters of secondary quality, replacement prospects demand water heating equipment of *prime quality* . . . to assure greater dependability and better performance than previous equipment could offer.
- Fact 4:** TOASTMASTER\* Automatic Water Heaters give your customer what he wants: first-rate quality, superior performance, lasting dependability . . . at a fair price. And with a full margin of profit for you.

**Sell quality—sell Toastmaster Automatic Water Heaters!**

## TOASTMASTER

Automatic Water Heaters

\*"Toastmaster" is a registered trademark of McGraw-Edison Company, Chicago. Copyright 1959 by McGraw-Edison Company.



ANOTHER PRODUCT OF



McGRAW-EDISON COMPANY  
Clark Division  
5201 W. 65th St.,  
Chicago 38, Illinois

## \$100,000 A YEAR IN HOUSEWARES

STORY STARTS ON PAGE 65

domestic store offered a "special" on low-priced pop-up toasters, Grabe came back with a similar special which provided four Cannon blankets at \$19.95. Similarly the "special" may be canister sets for the kitchen, an eight-piece plastic kitchen set at \$1.39, glassware, cookware, etc. In one instance, the store sold 3,000 Cannon towel sets in a week's time, and from the huge number of housewives attracted by this promotion, wound up with 78 small appliance sales, ranging from \$16 to \$39.50.

"We have plenty of room to run one such promotion a month," Chipman said. "In every case, the item we offer is related to the electrical housewares stock, and represents a real bargain of the type which is sure to bring housewives around. For example, a seven-piece canister set in bright plastic, which we sold at \$1.39, resulted in so much traffic that it was necessary to reorder three times in one month in order to back up the newspaper ad.

Month by month, this type of competition has swelled sales volume at the big Tucson appliance store.

It was on the strength of the sharp, steady increases in electrical housewares volume that Grabe based a thorough overhauling of the electrical housewares section. Whereas, during the years past, the electrical housewares display had consisted

for the most part of simple long tables and shelves along the wall of the T-shaped showroom, with literally scores of examples of every type set out in the open for easy handling—Chipman contracted for 12 custom-built hardwood showcases, which are mounted on the wall itself. These, as shown, are divided into nine compartments each, in three rows of three, and occupy some 4 x 3½ feet of wall space each. Of blonde maple, hand-rubbed and varnished, the 12 cabinets are devoted to one type of appliance each. In this way, nine or more brands of each electrical housewares item can be shown in one concentrated spot, where the prospective customer can be shown the entire choice, without distraction from other appliances. "We spent \$30 per unit for these," Hannah said, "going to a local cabinetmaker for the job. Our theory is that partitioning off each appliance into its own compartment not only makes for a more attractive display, but has eliminated a lot of expense in the form of markdowns. These used to come along when we would find small appliances scratched, dented, or otherwise marred, simply from banging up against each other in mass displays and careless handling. Now, it is almost axiomatic that both salesman and customer will handle the small appliance more carefully because of the neat way it is racked along the wall." *End*



"AND, IF YOU CAN'T MAKE UP YOUR MIND AS TO COLOR, THIS ONE HAS THEM ALL!"



Successful St. Louis  
Frigidaire Dealer,  
Charles Tanner, says:



**"It's what's inside**

## **Frigidaire Dry-Cooling Room Air Conditioners that builds customer satisfaction!"**

*"What a customer gets out of a room air conditioner depends upon what the manufacturer builds into it. That's why we at Frigid Sales and Service, tell and sell the 'inside story' of Frigidaire Room Air Conditioners. We sell Frigidaire quality materials by showing how they prevent many costly repairs . . . we show how quality engineering and design mean more dependable cooling at lower operating cost. Then we ask them to compare Frigidaire quality with competitive 'bargains'. And look at the pay-off! In 1958 we moved every Frigidaire Room Air Conditioner we had at a fair price! This year again, next to Frigidaire performance, our strongest selling point will be quality — Built and Backed by General Motors!"*

Charles Tanner, FRIGID SALES AND SERVICE  
766 Hodiadmont Street, St. Louis, Mo.

Right, Mr. Tanner, satisfaction in a room air conditioner is more than price-deep . . . and the St. Louis family is no different from families all over the nation. They're learning it takes real quality to get real cooling comfort year after year . . . the kind of quality that's built into every Frigidaire unit. And dealers are finding there's strong sales appeal in provable, salable quality like the parts made of galvanized steel or aluminum to lick rust! Extra-quiet Super Meter-Miser Compressors, with double mufflers, internal spring suspension, rattle-proof snubbers and rubber mounting. There's more — much more! For proof, get the complete story on the Quality Line for '59! Call your Frigidaire District Office or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio. While you're about it, check into the new "Lone Star" models with the exclusive "HI-DRI" feature that licks more heat, more humidity anywhere!

**advanced FRIGIDAIRE Dry-Cooling Room Air Conditioners  
...designed with your profits in mind**



# **FRIGIDAIRE**

BUILT AND BACKED BY GENERAL MOTORS

# GECC HELPS YOU SELL



Mr. Richard Finch, partner, Home Appliance Co., Medford, Oregon, uses the new GECC filmstrip at his sales meeting.

**General Electric Credit Corporation's** new filmstrip "Credit—Your Strongest Selling Tool" will show you and your salesmen why a *loyal credit customer is better than money in the bank!*

When your salesmen use the selling ideas this film talks about, you'll find that doing business—big business—is a whole lot easier and a whole lot more profitable. This full-color filmstrip dramatically shows how simple it is to get this business.

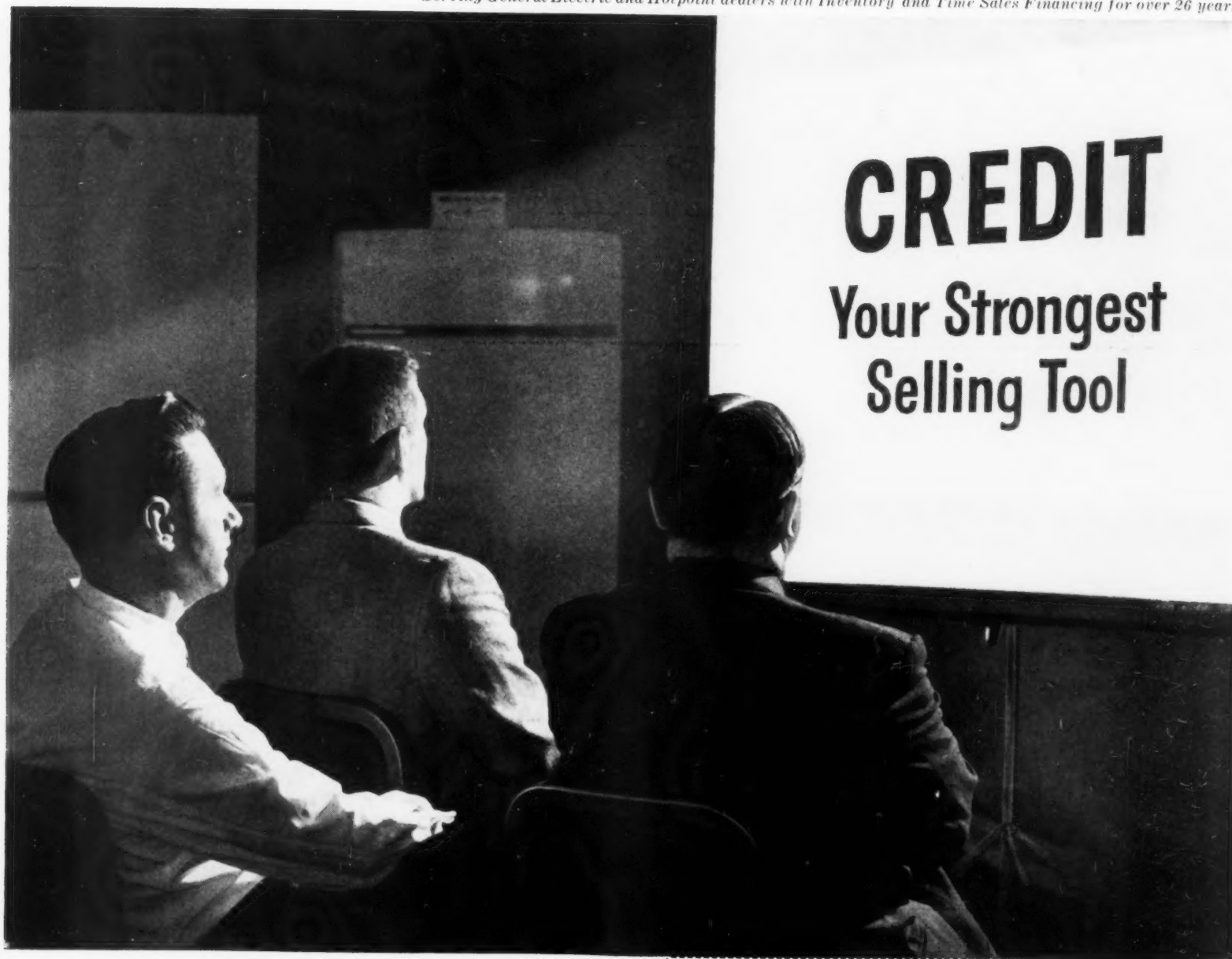
Successful appliance dealers know that cash-and-carry business is low-margin business—extremely expensive to generate. But many dealers still use credit only as a means of payment after the sale is closed.

Now, GECC has created a credit merchandising technique developed from over a quarter century of sales financing experience. This new technique is used at the beginning of and during

*Here's  
Important News for  
General Electric and  
Hotpoint dealers*

## GENERAL ELECTRIC CREDIT CORPORATION

*Serving General Electric and Hotpoint dealers with Inventory and Time Sales Financing for over 26 years*



# CREDIT

## Your Strongest Selling Tool

the sale. It's more than a way of financing... *it's a way of selling!*

Your local General Electric Credit Corporation representative will be happy to show you and your salesmen this 18-minute filmstrip. Just call him and he will arrange a showing for you. Or, if you wish, mail the coupon provided here. Use "Credit — Your Strongest Selling Tool" as part of your next sales meeting. Make the arrangements today.

**For free showing of GECC filmstrip, send coupon to:**

General Electric Credit Corporation, Room 709-A,  
570 Lexington Avenue, New York 22, New York.

☐ General Electric Franchised Dealer ☐ Hotpoint Franchised Dealer

Your Name \_\_\_\_\_

Dealer Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# GOOD START...



## ...for a profit-making finish

Demonstrate the exclusive "round-the-bowl" mixing action of a KitchenAid Food Preparer and you've made a good start toward a profitable sale. The "see-for-themselves" advantages offered only by KitchenAid literally sell customers at first sight.

KitchenAid mixes just as thoroughly at bowl's edge as at center. No need to turn the bowl...no need to constantly *scrape down* bowl edges to assure thorough mixing.

The broad line of profit-making attachments offers extra sales opportunities. KitchenAid attachments turn the mixer into a power-operated can opener, a vegetable slicer and shredder, a meat chopper, a colander and sieve, a juicer, and many more.

It's made-to-order repeat-sale business for you...extra profit opportunities.

KitchenAid Food Preparers are available in three sizes...a size for every family. The 3-C model comes in a wide range of decorator finishes and colors.

And don't overlook another important sales-maker: the KitchenAid Electric Coffee Mill that grinds full-flavored, bean-fresh coffee at the flip of a switch. Available in decorator finishes and colors.

For complete information, write KitchenAid Electric Housewares Division, The Hobart Manufacturing Company, Dept. KEM, Troy, Ohio. In Canada, 175 George Street, Toronto 2.



### KitchenAid®

The Finest Made...by 

The World's Largest Manufacturer of  
Food, Kitchen and Dishwashing Machines

FABULOUS FORMULA FOR SENSATIONAL SALES!

# WESTCLOX SPRING TV ADVERTISING!

SUNDAY, APRIL 26  
season's biggest, brightest "live"  
TV musical—full CBS-TV network!

Six big weeks of  
**"Name that Tune"**  
top rated Monday evening  
network TV Show!

Starting April 13

FULL CBS-TV  
NETWORK  
selling  
WESTCLOX  
for you...

★ **GEORGE DE WITT**  
the star of the show!



**Meet Me In St Louis**



STARRING

★ **TAB HUNTER** ★ **JANE POWELL** ★ **WALTER PIDGEON** ★ **JEANNE CRAIN**  
★ **RETA SHAW** ★ **ED WYNN** ★ special guest star **MYRNA LOY**  
selling WESTCLOX to millions of viewers for you... ★ gorgeous **BETSY PALMER**

PLUS—Saturation schedule of full color newspaper ads, Sunday, April 26—same day as "Meet Me in St. Louis."

Here are just two of the new **WESTCLOX electric** clocks this powerhouse program will help move across your counters:



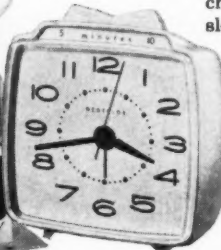
## **DROWSE** electric alarm

with exclusive Sleep Selector!

Wakes you gently—lets you  
choose 5 or 10 minutes extra  
sleep—then wakes you again!

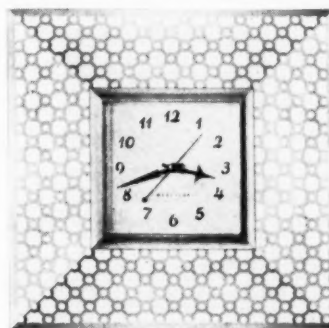
No. 800 Cloud Gray  
retail price \$5.98  
dealer cost \$3.93

No. 800-L Doeskin  
Luminous  
retail price \$6.98  
dealer cost \$4.59



ORDER ASSORTMENT NO. 8000  
Get this full color display FREE!

dealer cost \$17<sup>04</sup>



## **ALHAMBRA** decorative electric wall clock

striking high style with  
delicate lacework design  
flush-mounting case in  
rich gold color

12 $\frac{1}{2}$ " square

No. 900 retail price **\$14<sup>95</sup>**  
dealer cost \$9.45

### OTHER TV FEATURE WESTCLOX ELECTRIC CLOCKS:

**WALL CLOCKS**  
New Frill Copper  
Orbit

**ALARMS**  
Dynamic Lace  
Fortune Sheraton

**ORDER NOW.** Get ready for the spring gift-buying rush. Mother's Day!  
Father's Day! Weddings! Graduations! Proven **WESTCLOX SELLING POWER**  
will be working for you all through this important season!

WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • WESTCLOX IS YOUR FULL PROFIT LINE

# WESTCLOX

electric

MAKERS OF BIG BEN • DIVISION OF GENERAL TIME CORPORATION • LA SALLE-PERU, ILLINOIS.

Earn a 5% quantity discount by ordering 6 or  
more Westclox electric clocks at one time  
Above are suggested retail or Fair Trade  
prices and subject to 10% Federal Excise Tax





**VERSATILE MODEL 960** quickly cools a medium-size room! Just carry by recessed handles or wheel on accessory Roll-Easy stand. Has twin blowers, 1/10 HP 3-speed motor, adjustable grille, vinyl-coated cabinet. Adjustable water valve converts cooler to fan. Retail for \$64.95.

## TravelAire offers you ... America's Fastest-Selling Line of Portable Coolers!

America's most popular portable cooler line now sparkles with more BUY-APPEAL than ever before! Tempting High-style furniture cabinetry ... handsome leather-textured vinyl surface is bonded *permanently* to galvanized steel ... wards off stains, scuffs, scratches. You'll sell far greater cooling-filter capacity ... more powerful blower motors, fingertouch adjustable louvers, comfort dial control. And — you'll scoop the field with the Cool-r-heater (the Cooler with a built-in heater) by offering a built-in bonus winter *humidifier* that evaporates up to 12 gallons of water per day!

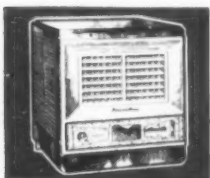


**Cool-r-heater\*** has 3 speeds, 1/20 HP motor. Large-capacity humidifier. Fast heating — 5630 BTUs per hour! Circulates, filters, ventilates. Retail \$54.95

**NEW!**  
COOLS  
in Summer!  
HEATS,  
HUMIDIFIES  
in Winter!



**MODEL 860 SPOT COOLER** — High Style vinyl-coated cabinet. 1/20 HP 3-speed motor. Water valve converts cooler to fan. New cooling filter. Retail \$44.95.



**MODEL 1260 ROOM COOLER** — Powerful twin blowers. Cools from table, Roll-Easy stand or window installation. 1/7 HP 3-speed blower motor. Retail for \$84.95.

\* Patent pending  
**Outstanding  
point-of-purchase  
materials  
available  
FREE!**



**MODEL 760 SPOT COOLER** — Sure-fire traffic builder. Adjustable louvers. Water shut-off valve. Water-level indicator. 1/25 HP 2-speed motor. Retail \$34.95.

### METALAIRE PRODUCTS COMPANY

560 SO. 15th STREET, P. O. BOX 468, PHOENIX, ARIZONA

Eastern Sales Office: P. O. Box 695, Long Beach, Long Island, New York

Division of International Metal Products Co. — World's largest producer of evaporative coolers

**TravelAire**  
portable air coolers

## BORROW FROM THE GOVERNMENT

STORY STARTS ON PAGE 78

emergency mood, passed a law creating these federally-sponsored SBI's to supply capital to small firms. Seven months later, the SBA is ready to launch officially the venture that its supporters hope will plug a big gap in the financial system making available billions in private and federal funds for the financing of the nation's smaller concerns.

Retailers should keep posted on the formation of SBI's in their community since applications for loans from these groups should be made directly to the SBI in question. Information can also be obtained from SBA regional offices.

The SBI's will provide small firms with long-term capital (in the form of common stock investments or long term loans). Some of the capital for SBI's will be furnished by the government but most of it will come from private sources, including subsidiaries of banks or other present lending institutions. Loans of from \$25,000 to \$100,000 will be made for terms running up to 20 years. Up to now these small companies have not been large enough to get such funds through the public securities market and the new terms are considerably longer than small firms could hope to get on a bank loan. In general, the rates will be a lot lower than what the small business pays when it borrows from factors,

industrial finance companies or other such lenders.

Any retail or service trade firm with gross sales under \$1 million a year qualifies as a "small business". The SBI can offer money to such firms by (1) purchasing convertible debentures and (2) providing loans of from five to 20 years maturity.

New tax laws furnish special incentives for investors to participate in SBI's. The most important of these is that an investor in a local SBI can deduct any loss on his investment directly from taxable income; a loss on any other type of investment is deductible only from capital gains.

It seems likely right now that the majority of the early SBI's will be bank affiliates in large cities. Many other institutions, however have expressed interest; they include financial houses, labor unions, trade associations, community-sponsored groups, and individuals.

SBI funds are designed to provide help for "undercapitalized growth firms". The small "momma and papa" store with no interest in, or potential for, expansion will probably continue to get capital primarily from individual or family investment out of personal savings. But a small business which has a good chance of growing into a medium or large-sized business will be able to get money from SBI's. *End*



JERRY  
YOUNG

"JUST BROWSING, THANKS."



# LOOK, MAN, NO FREEZER!

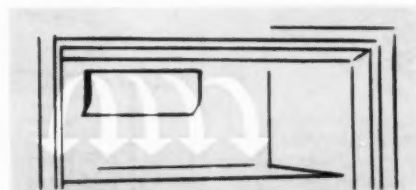


## New Gibson Market Master puts Gibson Dealers way out front in selling 10,000,000 freezer-owning families

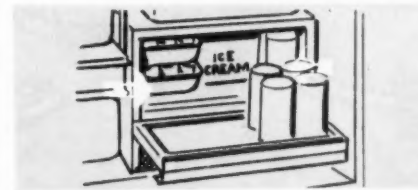
No freezer? Is that good? You bet!

With 10,000,000 freezer-owning families in the market for a refrigerator just like this, it's good for Gibson Dealers. There's nothing else on the market quite like this and only Gibson makes it. With 14 cu. ft. capacity, the Gibson Market Master actually holds up to 30% more fresh food than comparable refrigerator-freezers.

Complete your refrigerator line. Get a line on the new Gibson Market Master. Sound out your Gibson Distributor. Today!



No defrost water to empty. With Gibson's conditioned air refrigeration system frost never forms. Cooled air is forced throughout the entire refrigerator from top to bottom automatically.



12-lb. capacity zero degree Freezerette. Holds daily supply of frozen foods. Enough room for 2 ice cube trays, 1/2 gallon of ice cream and week's supply of frozen juices.

**get going...get Gibson**

© Gibson Refrigerator Company—Greenville, Michigan—Division of HUPP Corp.

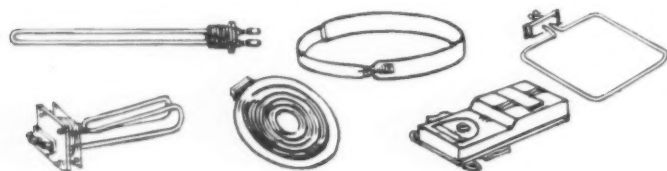
# PICK UP THIS BOX



**... and start making money  
on electric range service calls**

*In a box 11" x 19" x 14" you can carry everything required to  
replace any standard electric range surface unit.*

*And this entire Chromalox "truck inventory" (5 replacement  
elements and 7 adaptor rings) costs less than \$50.*



Chromalox has a complete line of replacement electric heating elements: Surface and bake elements for ranges . . . flange and screw-plug immersion elements and wrap-around elements for water heaters . . . plus water heater thermostats. Call your Chromalox Distributor . . . or write Edwin L. Wiegand Company.

4986



## Where Have You Heard That Name?

If the names of the winners in this year's Brand Name Retailer of the Year competition sound familiar to you, there's good reason why they should.

And the reason is simple enough—you've been hearing about them from us for some time now. The verdict of the Brand Names jury pretty well verifies the judgment of our editors who have been regularly reporting on the activities of:

### THE WINNER:

**Gerhard's Inc. of Glenside, Pa.** (We've reported on them three times in the past seven years. In May 1952 it was a story on pre-season selling of air conditioners. In June, 1952, it was an Idea Digest item, "'Useless' Window Builds Sales." And less than a year ago, in May, 1958, we reported on Gerhard's success with color TV.)

### THE RUNNERS-UP:

**Broyles Electric, Inc., Marion, Ind.** (In April 1955 we reported on their "Bundles for Brides" promotion and exactly a year ago this month we devoted several pages to explaining how "You Learn a Lot After You Get Into Kitchens".)

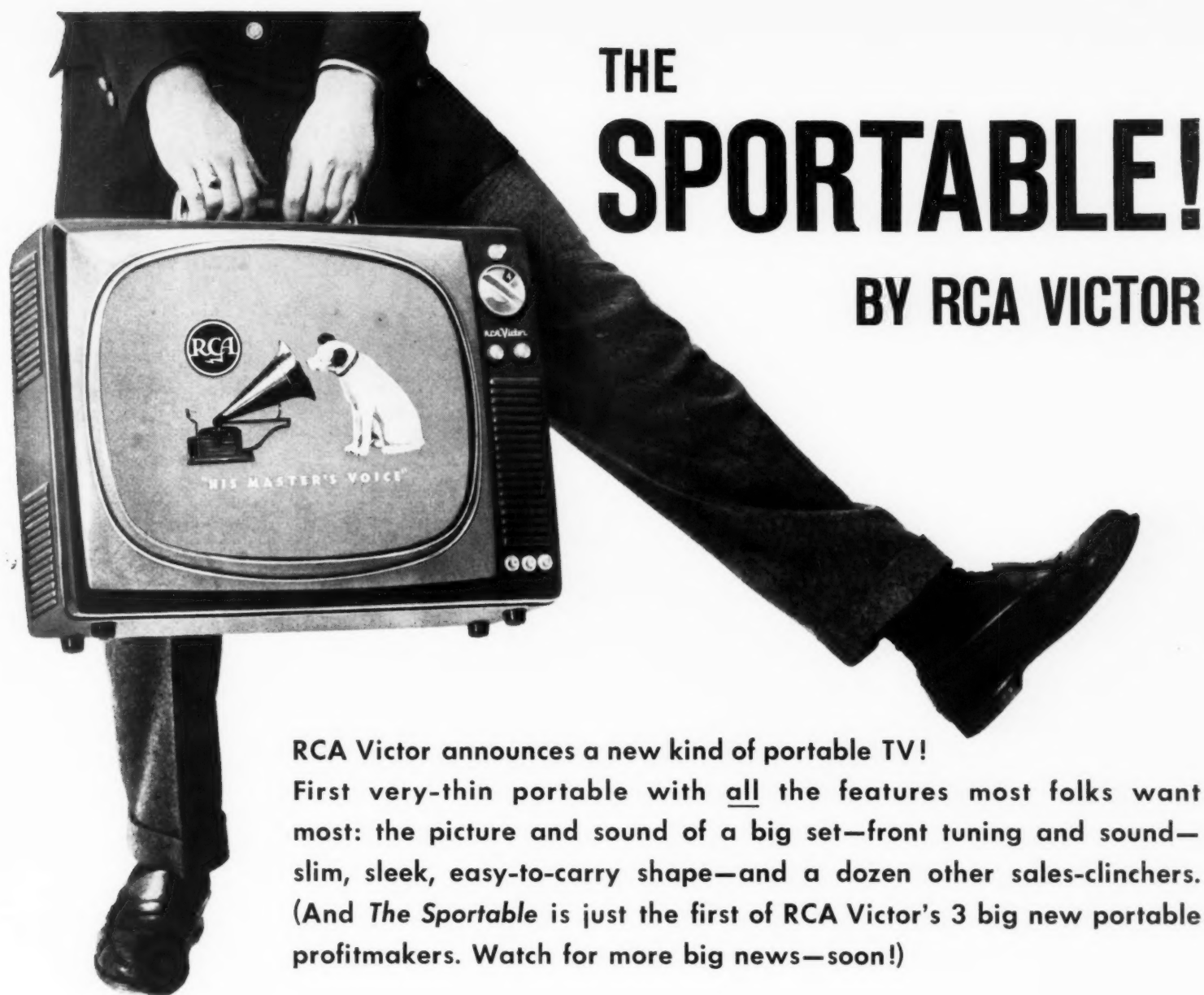
**Westgate Electric, Columbus, Ohio.** (We've run three Idea Digest items on Westgate, in April 1949, March 1953, and again just last month. And in May, 1954, we reported on "Oh, How They Hate Trade-Ins.")

**Palmer Tire Co., Macon, Ga.** (We've reported Dick Palmer's NARDA activities many times and coming up is a full length feature on Palmer's sales force.)

**Engle Electric Co., Lakeland, Fla.** (Once again, Walter Engle's name has found its way into our columns on many occasions because of his NARDA activities.)



"HIM AND HIS SIDELINES"



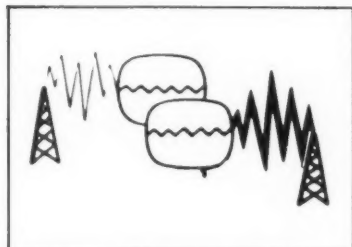
# THE SPORTABLE!

BY RCA VICTOR

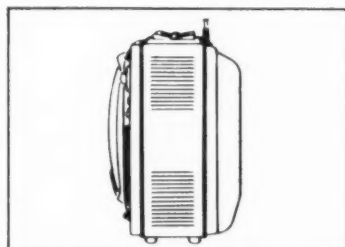
RCA Victor announces a new kind of portable TV!

First very-thin portable with all the features most folks want most: the picture and sound of a big set—front tuning and sound—slim, sleek, easy-to-carry shape—and a dozen other sales-clinchers. (And *The Sportable* is just the first of RCA Victor's 3 big new portable profitmakers. Watch for more big news—soon!)

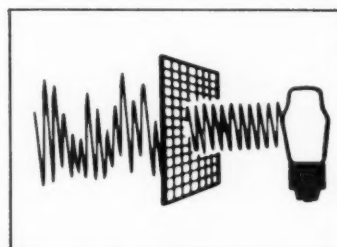
Only the RCA Victor *Sportable* gives you all this to sell in portable TV:



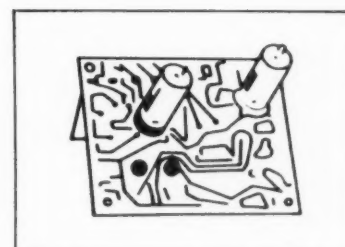
**AUTOMATIC CHANNEL EQUALIZER**—the finest keyed AGC keeps every picture, every channel at highest quality level. Adjusts for changes in signal strength.



**TV'S SHAPE OF TOMORROW**—thin, sleek, easy to carry, easy to sell. Fashion-finished back for all-around good looks, all-around sales appeal.



**NEW RCA TUBE GUARD** adds life to the set, makes every tube, including the picture tube, last much longer. Makes sales come much quicker, too!



**NEW RCA SECURITY SEALED CIRCUITS** for ruggedness, dependability, top performance. RCA Victor seals in the quality—seals out the trouble!

And that's only part of the story! Look what else RCA Victor has built into this new kind of portable TV! **New "Signal Guide" Tuner** for fast, easy, accurate tuning, top portable performance. **Front tuning and sound** make *The Sportable* easier to tune, easier to listen to, easier to sell. **High-efficiency V-type telescoping antenna** is built in! **Transformer-powered chassis**—TV's safest, most dependable

power supply. New design makes *The Sportable* the easiest to service portable of them all! All parts of chassis are accessible without removing it from cabinet; Security Sealed Circuits are clearly marked—tubes and fuse are easy to replace; other big easy-service advances, too! Never before has there been such a feature-packed portable as the RCA Victor *Sportable*! Stock it—display it—sell it—now!

 **RCA VICTOR**   
TRADE MARK RADIO CORPORATION OF AMERICA





Unwrapping the birthday present, E. J. Hurley of the Detroit Edison uses slides to explain the appliance and Medallion home campaigns which form part of new Electric Living Program.

## EEI Gives Itself A Birthday Present



As usual, display of entries in EEI awards competition intrigued convention goers at group's 25th annual sales conference last month in Chicago's Edgewater Beach Hotel.



Electrical Merchandising's publisher and editor both appeared on EEI sales conference's opening day program. Shelton Fisher, left, publisher of EM and senior vice-president, publications division, McGraw-Hill Publishing Co., outlined industry's accomplishments in commercial field in last 25 years. Editor Laurence Wray, right, challenged residential group session to lay more ambitious plans for future.



A sort of birthday party in Chicago celebrated a quarter-century of service by the Edison Electric Institute. Some of the guests took occasion to offer advice about the next twenty-five years.

Meeting in Chicago last month for the 25th annual sales conference, The Edison Electric Institute brought together over a thousand top electric utility sales executives to consider selling problems and methods. There was no scarcity of problems, but there were new methods at hand, too.

EEI finished its first 25 years just as a mounting competition from "other fuels"—that is, gas—evidenced sure gains over the past few years. Speaker after speaker pointed out, with dollars-and-cents and in hard, cold percentages the facts of the situation, which, briefly, indicate that the electric utilities have a big sales job cut out for them if they don't want to lose a considerable percentage of the residential power business.

However, to this birthday party in Chicago, EEI brought its own gift, packaged nicely in the green color of money. The package contained the new electric living program, which unifies the manifold campaigns the industry has had, and will continue. These are now confined to just four areas—appliances and Medallion Home, housepower, light for living, and home service. And, under one guiding hand, these promotions will be spending more money than ever before.

In the face of the excellently-organized and excellently financed gas promotions, a typical dealer reaction to the Electric Living program might well be "It's about time." And that is one of the things Laurence Wray, editor, Electrical Merchandising, told the assembled utility executives. Calling for cash incentives on the local level, Wray pointed out that the retail appliance dealer actually serves as the utility's sales force in building power loads.

FIRST SHOWING! NEW 2-DOOR HOTPOINT REFRIGERATOR-FREEZER WITH

# Swing-Out Shelves



## PRICED LOW FOR SALES VOLUME!

Meet the new low priced member of the Hotpoint Swing-Out family. This new two-door opens a choice opportunity for sell up from slide-out shelf models. Or may be used effectively to step-up sales to more deluxe Swing-Out models. Remind prospects that Hotpoint Swing-Out Shelves adjust up or down . . . remove for cleaning . . . eliminate interior poles. Use these luxury features to close more sales in '59!

CONTACT YOUR HOTPOINT DISTRIBUTOR TODAY!

- NEW RESERVE COLDPOWER
- FROST-AWAY AUTOMATIC DEFROSTING
- 101 LB. CAPACITY REAL FREEZER
- CONVENIENT DAIRY-STOR
- PORCELAIN-ON-STEEL CRISPERS
- EVERYTHING REMOVES FOR CLEANING

HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE...  
IF YOU'RE NOT A HOTPOINT DEALER—YOU SHOULD BE!

# Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)

A Division of General Electric Company, Chicago 44, Illinois

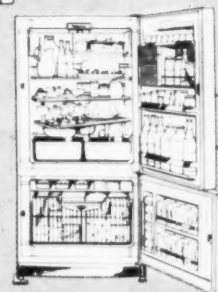
ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE  
DISHWASHERS • DISPOSALLS\* • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS



Model 9EYS12 NEW LOW-COST  
12.1 cu. ft. SWING-OUT Refrigerator-Freezer



Model 9EW12  
12.1 cu. ft. Deluxe  
SWING-OUT  
Refrigerator-Freezer  
On Rollers.



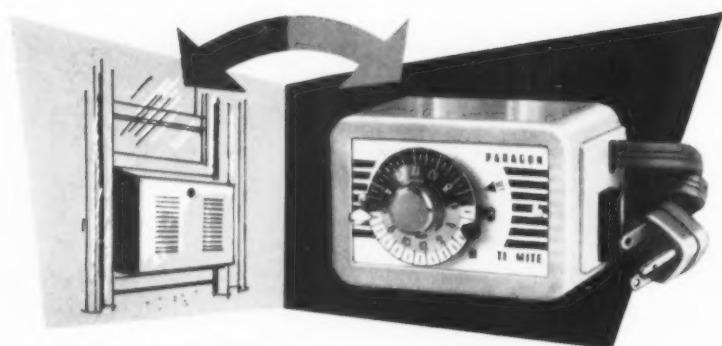
Model 9EN14  
14.2 cu. ft.  
SWING-OUT  
Refrigerator-Freezer  
with 4.2 cu. ft. Freezer.

### EXCITING DREAM KITCHEN DAYS PROMOTION

backed by Hotpoint Kitchen Advertising in  
LIFE American Home POST  
April 6 May May 16



# Profit Partner



...for window air conditioners

## Paragon's Model ACI Timer makes comfort automatic

As the temperature soars, so will the sales of Paragon's Model ACI Timer. This compact, easy-to-set control is specially designed for window air conditioners. It assures automatic comfort round-the-clock... cuts operating costs... extends unit life. Just plug it into electrical outlet — set it and forget it.

The Model ACI comes complete with 5-ft., 3-wire cord with right angle grounding plug and 3-wire grounded receptacle. Available for 120 v or 208-240 v units. For further details, write Paragon.

This housewives' delight ends messy hand-defrosting



PARAGON'S "de-frost-it" makes most electric refrigerators self-defrosting. And it's easy to use... just plug it in, set it, forget it. "Fingertip" control permits easy setting for any defrost period.

Offered in two models to meet every wall outlet location requirement.

TIME IS MONEY — CONTROL IT WITH PARAGON

## PARAGON ELECTRIC COMPANY

1638 TWELFTH STREET • TWO RIVERS, WISCONSIN



ORIGINAL

# SSS-T!

## STEAM IRON CLEANER

A MUST for 30 million steam irons in use today!

- Cleans **INSIDE** steam iron
- Ends sluggishness, sputtering
- Gives more steam
- Safe... non-toxic

POWERFUL ADVERTISING on TV, RADIO, MAGAZINES and local NEWSPAPERS bring customers to you!



FOR TOP SALES... INSIST ON SSS-T!  
FAST CHEMICAL PRODUCTS CORP.  
411 Walnut Street • Yonkers, N. Y.

## Quick easy way

to make pipe connections

FOR WASHERS, DRIERS, REFRIGERATORS, AND OTHERS

Model CT—with flared joint for copper tubing



Model ST—for pipe connections

SKINNER-SEAL SADDLE TEE—for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA

# news AT A GLANCE

The United States Court of Appeals has denied a petition of Landers, Frary and Clark for a rehearing of its decision of January 9, 1959, which affirmed the judgment of the Connecticut District Court that Landers' "Mixablend" device infringed a patent of the **Waring Products Company**. In affirming the lower court's judgment the Court of Appeals pointed out that the essential elements of the patent, in combination, have made the Waring Blender "a common item not only of household, but of laboratory equipment."

"Operation Muscles", a \$5-million plus expansion and modernization program of production facilities has just been completed by the Permaglas division of **A. O. Smith Corporation**. Included in the expansion program are modernization and additions to existing plants in Kankakee, Ill., and acquisitions of a water softener plant in Omaha, and a water heater production plant in another area.

The merger of **Sylvania Electric Products Inc.**, into General Telephone Corporation to form **General Telephone and Electronics Corporation** has been announced. Under the merger, Sylvania becomes a wholly-owned subsidiary of General Telephone and Electronics but will continue operations as a completely separate entity.

Hearings have begun on the **Harris Bill**, in Washington, before the full House Interstate and Foreign Commerce Committee. The measure which would equalize rights in the distribution of branded merchandise, was introduced by Oren Harris, (D. Ark) and constitutes, according to spokesmen, "the first major step in the 86th Congress towards a national Fair Trade law."

Over two hundred members of the electrical industry were in attendance in New Orleans during the **15th Annual National Wiring Sales Conference** late in February. Foremost among the topics discussed was the subject of the continuing demand for increased wiring capacity, and the means of stimulating this demand. Estimates indicated that in 1959 the coordinated advertising promotional budget of the electrical industry will amount to between 14 and 15-million dollars.



Two visiting executives of the Linde Co., Germany's leading manufacturer of home freezers under Amana license confer with George C. Foerstner, right, executive vice president of Amana during recent visit to Amana, Iowa plant. Helmuth Illgner, (left) Linde sales manager reported that majority of his company's freezers are destined for farmers, adding that the situation was similar to that which existed in this country at the outset of the freezer's popularity.





**J. J. Slattery**, G.E.'s household refrigerator department marketing manager, "makes the pitch" on the company's bonus values, spring and summer sales promotion campaign to Louisville, Ky., sales and distribution district personnel. The promotion which will run from April 13 to June 13 is aimed at reminding both retail salesmen and prospects of the values which exist in the hidden parts of a product which are well designed and well made.

Kitchen cabinets are expected to account for sales in 1959 exceeding \$500-million at retail, members of the **Hardwood Plywood Institute** were told at their annual meeting in Washington, D. C. Another billion dollars will go into kitchen components for new homes and old according to Maurice E. Collins, executive secretary of the **National Institute of Wood Kitchen Cabinets**. Collins advised HPI members that nearly 85 percent of these cabinets will be of wood construction, and that a recent survey indicated that the buying public was particularly interested in cabinets having a natural finish.

A promotional campaign to point out the superiority of tape as a medium for the reproduction of stereo music was agreed upon at a meeting of the **Magnetic Recording Industry Association** in Chicago, recently. The industry wide program will be undertaken by individual companies in the field and by the association. Sales figures released pointed out that in 1958 sales of tape recorders topped the 450,000 mark, and that output for 1959 was estimated at three-quarters of a million units.

The urgent need for swift senatorial passage of the **Humphrey-Proxmire National Fair Trade Bill** has been read into the Congressional Record by its two co-sponsors, Senators Hubert E. Humphrey (D. Minn.) and William Proxmire (D. Wisc.). Senator Humphrey referred to the bill as one "designed to safeguard the nation's small businessmen from predatory and destructive price-cutting tactics."

Moffats Limited will manufacture and market **Norge** appliances in Canada. Moffats, largest manufacturer of electric and gas ranges in Canada will produce refrigerators, freezers, washers and dryers and will assume normal warranty and service obligations on all existing Norge appliances in the field.

The electrical industry's first national promotion of electrical gifts for Mother's Day, showers, weddings and graduations has been organized by the **Live Better Electrically** project. Under the general slogan "Give Better Electrically", the promotion will be spearheaded by a multi-page, multi-brand advertisement in the May 2 Saturday Evening Post. Presenting electric appliances as ideal springtime gifts, the ad will spearhead a two-month promotion at local levels, with utilities, distributors, retailers and manufacturers coordinating their merchandising efforts under the theme.

# '59 LINE WRIGHT Portable Air Coolers

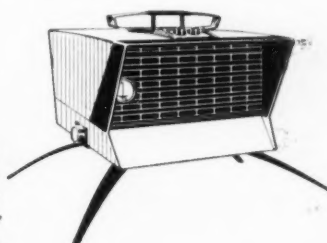
**COMFORT-PLANNED**  
...to sell faster  
**PRICE-PLANNED**  
...to maintain  
your profit

Turn on the sales power of America's most beautiful portable coolers! There's a sweet purr of profits in their exciting decorator styling...12 exclusive Comfort-Planned features...and blower cooler efficiency. They're price-planned to sell at no more than the price of a good circulating fan, but there's full profit in it for you. Ask your Wright representative for all the facts on 1959's outstanding portable cooler line today.

Retail prices start at \$29.95



**MODEL B 1220**  
Attractive, light weight, "spot cools," freshens stagnant air in seconds.



**MODEL B 1660**  
Twin blowers circulate a large volume of cooled air at "whisper" sound level.



**MODEL B 1990**  
Deluxe Console—powered to cool a large room with ease.



**MODEL B 1150**  
Low cost cooling versatility; beautifully designed to accent any room.

## SALES AIDS

### for WRIGHT Dealers

- Newspaper ad mats
- Radio and TV announcements
- Full color brochures, many other sales aids...including Point-of-Sale display

For the name of the representative nearest you, write to:



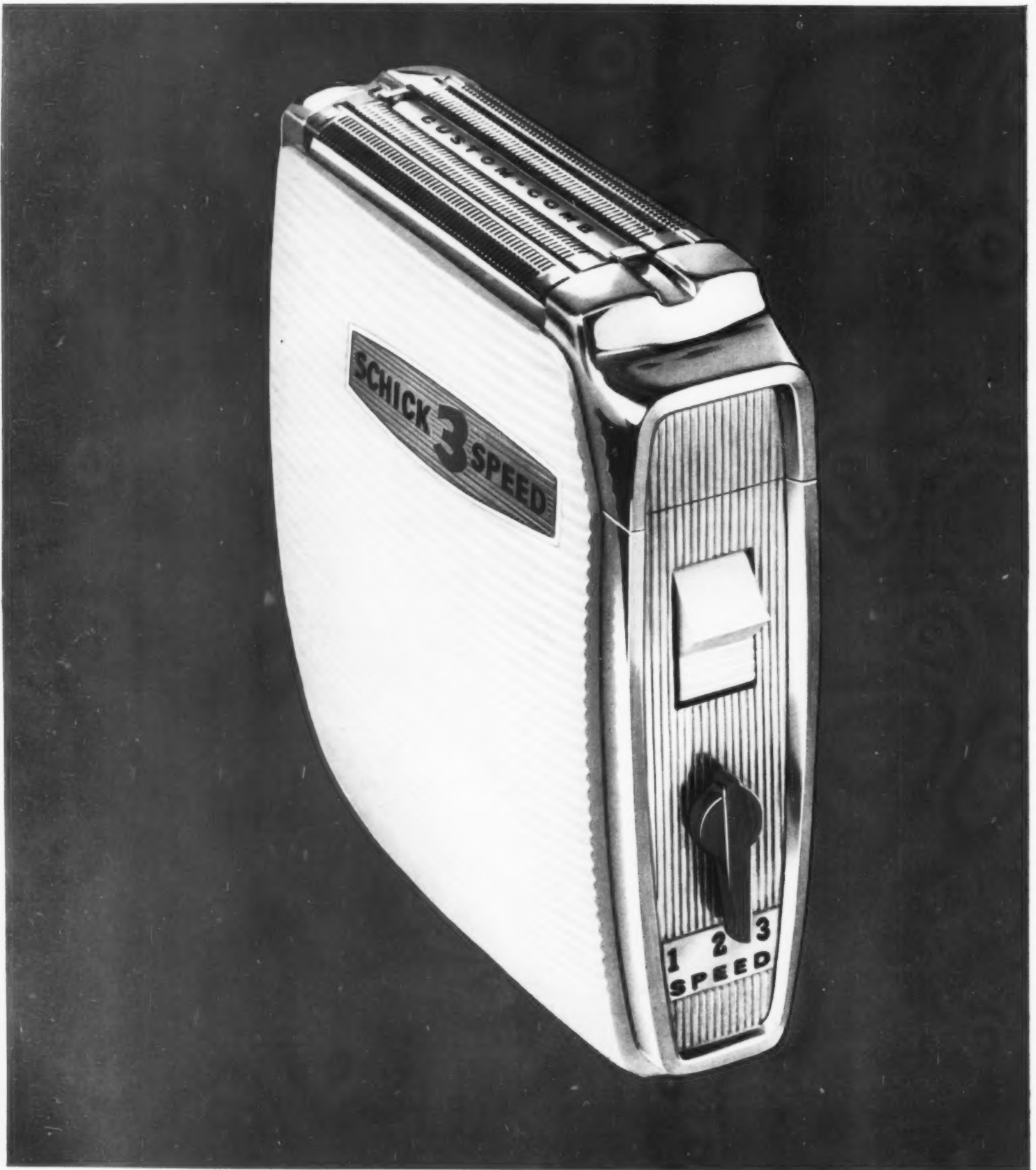
**WRIGHT**  
AIR COOLERS

"Creating New Climates for Better Living"

2902 West Thomas Road • Phoenix, Arizona

*Now from  
the inventors  
of electric shaving*

# NEW SCHICK



# 3 SPEED RAZOR

The first and only electric razor that lets a man shift the speed and adjust the shaving head to shave as close, as fast as he likes.

HE SETS  
THE SPEED...

SETS  
THE HEAD...

SETS THE SHAVE  
TO FIT HIS FACE.



Let him **HEAR** the biggest news in shaving history—the sound of speed he can control. Show him how a change in speed changes the shave. If he has a stiff, wiry beard—tell him about the extra drive of speed #3. Or if he has a dense, heavy beard—let him know about speed #1—with all the low-gear, husky power he needs. (And for “problem areas” he can simply change the speed while shaving.) High, Low or Medium—only New Schick 3-Speed gives your customer a choice.

Let him **SEE** the biggest news in shaving history—literally 3 new shaving heads at his finger tips. The only razor ever made that lets him adjust the *shaving head itself*. Show him how Schick's exclusive Custom-Comb bar in the High position goes easy on the most tender skin. Show him how the Low position is perfect for the toughest, thickest-growing beard. Show your customer how he can now shave closer—more comfortably—because he actually *controls* the part that does the shaving.

Let him **FEEL** the closest shave he's ever had—let him try this revolutionary new razor on his own face. Let him find out—it's the combination that counts. Only Schick gives him control over both shaving speed and shaving head. Only Schick gives him complete command over his own shave. Three speed settings, 3 head settings... a combination of controls that means a perfect shave every time for every customer who comes into your store.

© 1959, Schick Incorporated, Lancaster, Pa.

*Everywhere your customer stops, looks or listens, he'll see Schick in '59.*

Week after week *your* customers will be bombarded with this great story... in Life Magazine... on the award-winning Phil Silvers' CBS-TV Show... on nighttime TV spots... in local newspapers. All this advertising will be unleashed to make sure that *everyone* who watches TV, reads the magazine or reads the newspapers—will know about the biggest news in shaving history.

SCHICK LEADS THE WAY IN '59—

WITH NEW PRODUCTS FOR MORE SALES,

NEW POLICIES FOR MORE PROFIT.

CALL YOUR SCHICK REPRESENTATIVE TODAY!



Handsome travel case draws attention to the features—he can see immediately Schick 3-Speed is the most revolutionary new razor ever made. (In Mercedes Gray and Frost White.)





**Anytime . . . anywhere** the new Dearborn SATELLITE offers outstanding *personal* cool comfort. The SATELLITE has crisp, tailored good looks . . . quiet operation . . . and with all-directional air flow control has more selling features that will sell for *you* . . . please your customers! And because it is backed up with the impact of Dearborn's lively "quality in action" merchandising and advertising program, it is certain to be a sales and profit leader in *your store*.



**Dearborn**  
AIR COOLERS

**Dearborn Stove Company**  
DALLAS, TEXAS

Regional offices: Dallas, Atlanta, Chicago,  
Los Angeles, and San Francisco

Complete Dearborn displays at the Merchandise Mart: Chicago and San Francisco



## automatic can opener and knife sharpener

Starts at the touch of a finger, and shuts itself off when lid is cut out. Full size electric knife sharpener included. Contact your SWING-A-WAY supplier today for the only electric with the *really* automatic features! **\$27.95**

**SWING-A-WAY**

SWING A-WAY MFG. CO.  
4100 Beck Avenue  
St. Louis 16, Missouri  
IN CANADA: FOX AGENCIES,  
PORT CREDIT, ONTARIO

# people IN THE NEWS



R. H. WILLIAMS

**Arvin Industries, Inc.**—Richard H. Williams has been named director of marketing for the consumer products divisions. Williams has been director of sales for the firm's electronics and appliances division.



G. R. SIMKOWSKI

**Webcor, Inc.**—George R. Simkowski has been appointed advertising manager. Simkowski had previously served as sales promotion manager of the company.

**General Electric Co.**—J. O. De Vries has been named general manager of the clock and timer department located in Ashland, Mass. DeVries was formerly manager of manufacturing for the automatic blanket and fan department in Asheboro, N. C.



J. O. DE VRIES

**Bulova Watch Co.**—Robert J. Mayer has been appointed director of special products merchandising. In this new post Mayer will direct merchandising for the company's expanded line of radios and electric razors.



VINCENT BARRECA

**Admiral Corp.**—Vincent Barreca has been named executive vice president of the corporation. Barreca succeeds John B. Huarisa, resigned, in the post.

**Electric League of Los Angeles**—Frank A. Ballman, vice president in charge of sales for Thermador Electrical Mfg. Co., has been named president of the League.



## BLANKET COVERAGE

Norge is shipping blankets in wringer washers to provide appliance dealers with an "instant premium" sales aid. Company spokesmen believe this is the first time the industry has utilized the self-contained, factory packaged premium. Blankets are being packed in Norge wringer washer model CP-10-PTS.



DAN G. FANELLI

**Norge Div., Borg-Warner Corp.**—Dan G. Fanelli has been named built-in range sales manager. Fanelli had held a similar position with Admiral Corporation in Chicago. Robert L. Brookman has been appointed to a newly created position, that of sales manager for clothes dryers and combination washer-dryers.



R. L. BROOKMAN

**Westinghouse Electric Corp.**—Leonard D'ooge has been named merchandise manager of the electric housewares department. D'ooge replaces M. W. Byrne who has been named portable appliance regional sales manager in New York.



LEONARD D'OOGUE

**Philco Corp.**—Edward L. Kasales has been appointed advertising and sales promotion manager for the corporation's "Citation" custom kitchens appliances.

**Hoover Co.**—Frank Litton, divisional sales manager in New York has been appointed field sales manager. Litton succeeds Felix N. Mansager, recently named general sales manager of the company.



ED STERN

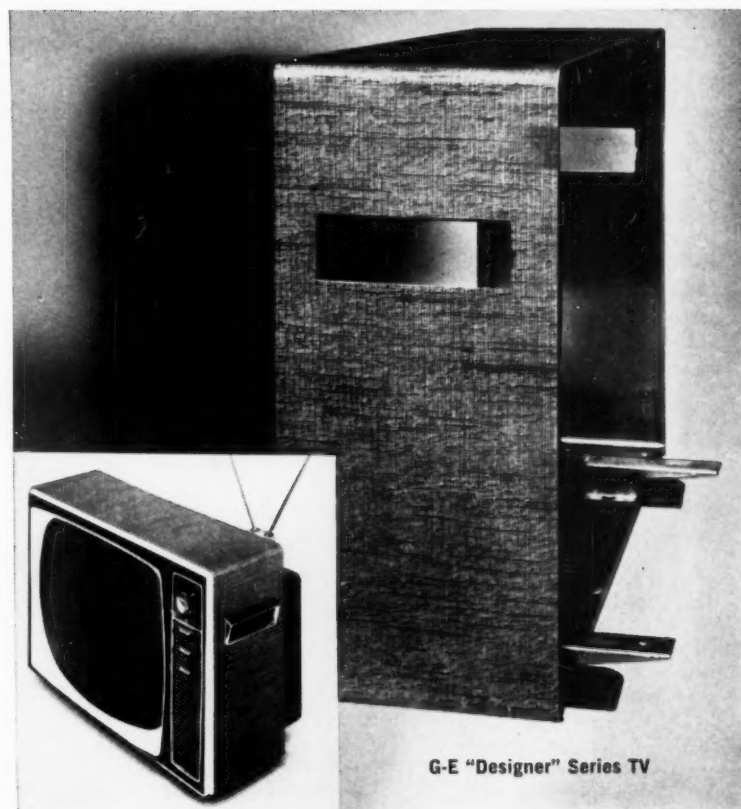
**Dormeyer Corp.**—Ed Stern has been appointed advertising manager. Stern will be assisted in the position by Allan Rosenblum, named assistant advertising manager.



### FUTURE TENSE

The shape of things to come is graphically portrayed in the Forecast oven, designed by industrial designer Greta Magnusson Grossman for the Aluminum Company of America's collection of great designs of the future in aluminum. Envisaged is an oven which has become an attractive portable accessory and which can be moved from kitchen to patio or buffet.

## Revolutionary New Vinyl-Metal Laminate



G-E "Designer" Series TV

**G-E high-styles TV cabinet with embossed, silk-sheen Colovin, eliminates bare look of metal finishes**

**G-E rigidly tested** many casing materials. Only Colovin laminate could offer the twin advantages of economical production costs *plus* the richness of multi-color printing and deep-texture embossing.

**Without finishing,** painting or hand operations, the Colovin vinyl creates, to the eye and to

the touch, the luxurious effect of brocaded Japanese silk.

**Get the whole story** in "Colovin Meets Metal." Laminate samples, colors and textures, test specifications, industrial applications, and list of laminators to whom we supply Colovin vinyl sheeting. Mail coupon for copy.

## COLOVIN<sup>®</sup>

first and finest in metal laminates



COLUMBUS COATED FABRICS CORP., DEPT. EM-459, COLUMBUS 16, OHIO

Please send me your brochure, "Colovin Meets Metal."

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## How to Tell a Young Adult (4th in a series)



# SHE'S ALL THUMBS

She's got the household routine under her thumb! From mornings at the washer till evenings at the range, today's Young Adult keeps right on the button—with an army of hard-working appliances. Eager for appliance information, she turns to Redbook as the one mass magazine edited specially for her. That's why Redbook keeps attracting more and more Young Adult families—your finest appliance prospects!

*March Redbook featured a nine-page appliance section, "A 3-Step Plan for Redoing an Old Kitchen." For reprints, write to: Appliance Promotion Dept., Redbook Magazine, 230 Park Avenue, New York 17, N. Y.*

**Redbook** The Magazine for Young Adults



# new products

ANNA A. NOONE Editor



Maytag All-Fabric automatic washer with "timed bleach injector"

## Maytag's Bleach Injector, Refrigerator, Freezers, Ironer

A new liquid bleach injector has been added as standard equipment on Maytag's top-of-line All-Fabric automatic washer. It provides proper dilution before bleach comes in contact with wash load and delays entry of bleach into wash water until detergents and brighteners have had opportunity to act. Bleach is added from graduated cup into screened opening at right front corner of lid recess, and runs down through a tube into a cylindrical dilution reservoir attached to washer cabinet inside right front corner; water from outer tub is drawn through a hose into an opening in cylinder—undiluted bleach cannot possibly enter wash tub; when cycle starts and tub fills water comes through the "S" shaped hose into container which then fills with water; here bleach is diluted 4-times; as wash cycle begins the diluted bleach is drawn through outlet tub into washer pump through a metering orifice which limits flow; solution is then pumped into outer tub further diluted and circulated into inner tub by action of agitator. With addition of this new feature Maytag's automatic washer can dis-

pense all washing aids and necessities automatically.



Maytag 17-cu. ft. refrigerator-freezer

### Refrigerator-Freezer

A 17-cu. ft. combination refrigerator-freezer with square look which can be built-in is announced. Refrigerator compartment at eye-level, has shelves that glide out; door storage that features full-width rack for quick turnover items; thermostatically controlled butter keeper and cheese keeper compart-

ments; pull-down fruit storage bin; 2 egg trays.

Underneath a contact freezer holds 290 lbs. food on 3 sharp-freezing shelves; steel roll-out basket holds hard-to-stack items; in addition to 2 ice cube trays freezer features Ice Keeper that automatically dispenses ready-to-use cubes; door has built-in frozen juice bar; storage wells for rapid turn-over items.

Newly designed pivot hinges on both doors provide 90 deg. opening; chrome-plated front air flow grill with redesigned condenser and fan-cooling system permits installing in kitchen or storage room niche; easy open safety door latches; automatic defrosting; removable meat keeper; variable-locating crisper; removable milk storage tray for 1 or 1/2-gal. sizes; adjustable temperature control in refrigerator section also controls freezer section in which temperature is maintained at constant zero; 1-piece, wrap-around square styled cabinet, white baked-on enamel.

### Freezers

Upright freezers feature a "built-in look" for flush-to-wall or flush-to-cabinet installation. No. 18UA has 17.6 cu. ft. capacity; rearrangement of compressor and condenser permits this compactness. Other models in line include 12UA and 25UA.

Other features include 90 deg. door hinges; re-design of air circulation and fan-cooled condenser system provides air flow through chrome grille at floor level in front, for built-in installation; stucco-embossed aluminum shelves are "sharp freezing" surfaces that freeze on contact. Coils built into these shelves provide contact freezer different from conventional cold storage cabinets. Steel basket storage bin in bottom shelf rolls out for loading and unloading; "burstable" safety latch. No. 25UA holds 875 lbs; No. 12UA, 434 lbs.

Square designed chest freezers in 3 sizes, 11, 17.4 and 23.8 cu. ft. Features include low temperature compressor relocated at back of freezer, providing greater storage space and preventing heat to affect temperatures in food storage area; "tension wrapped" around 4 sides; 70 per cent of tubing surface is used for thermocontact; 1-piece

steel construction bonderized with 2 coats baked-on enamel; "easy-open" safety latch; "floating" lid; adjustable temperature control at rear provide normal storage and fast freezing; radiant condenser prevents cabinet sweating and is noise-free; hand-fitted high-density Fiberglas insulation; food liner and outer cabinet sealed with non-porous Hydrolene; convenient baskets, adjustable dividers for quick accessibility.



Maytag automatic ironer

### Ironer

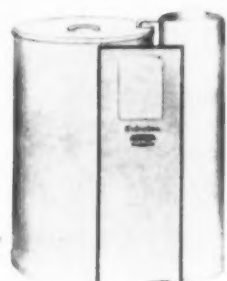
Maytag's "Model 96" ironer has stationary, even-heating, cast iron shoe located beneath movable, padded-cotton ironing roll; both ends are open to permit material of any-side to be ironed; each end of shoe is pointed to resemble a hand iron; 2 adjustable knee controls provide automatic, hand-free operation—1 control brings roll down to shoe sets roll in motion; operation is stopped and roll raised at another touch of knee; second knee control stops rotating for stationary pressure and drying. 25-in. roll makes 7 rpm; adjustable forming board of black bakelite is located in front of shoe; can be flicked up to expose thermostatic heat selector control, motor and switches; manual safety release lever draws roll away from garment in case of power failure; thermostatic heat control selector provides temperatures from 90 to 500 degs; fabric and heat guide on back of forming board permits accurate dial selection; top protective cover, extension shelves at each end and a fold-down lap tray; utility pockets in each leg for ironing aids are included.

The Maytag Co., Newton, Iowa

**OUR ENGINEERS  
HAVE DONE IT AGAIN**



**THE  
"Suburban"  
by modern**



**NOW In Two  
Models -- MA-2 & MA-3**

**BOTH  
COMPLETELY  
AUTOMATIC**

**AND--the MA-3**

**WILL  
HANDLE  
IRON  
TOO!**

**and NOW  
You Can Sell  
THE Water  
Softener  
EVERYONE  
Has Been  
Looking For--**

**-- Here is a real  
PROFIT  
LINE**

**A NATURAL for  
Your Operation**

Increased consumer acceptance, Modern's saleability for fast inventory turnover, and our 1-o-n-g discounts will make MODERN WATER SOFTENERS the profit leader for you.

**THE Appliance  
that makes other appliances  
Sell and Work BETTER**

Soft water is increasingly recognized for its contribution to greater efficiency in "water using" appliances, actual savings, better health and more comfortable living.

Write for complete information and literature.

Ask To See

- Modern Profit Package
- Sales Aids
- Promotion Material

*Sell The Line*



*That Sells Best*

## new products



Philco range SS 4098 with "Quick-Chef" oven

### Philco's 1959 Ranges, Refrigerators, Air Conditioners

Philco's 1959 lines includes 10 ranges, 10 refrigerators and 6 air conditioners.

Highlight of range line is a "Quick-Chef" oven in the 3 top 40-in. models. This second oven operates on 110-volts, pre-heats in 6 minutes and bakes, broils, roasts; suitable for frozen dinners, frozen meat or fruit pies.

This vertical oven complements the 23-in. wide Master oven which operates on 220-volts; controlled by a separate thermostat on range backsplash, equipped with broil pan, rack and handle, oven rack, 2 sets of rack guides, oven baffle and oven liner, all removable, for cleaning.

New "Broil-Under-Glass" broiler design simplifies removal and cleaning of tempered glass panels; entire unit can be removed for cleaning.

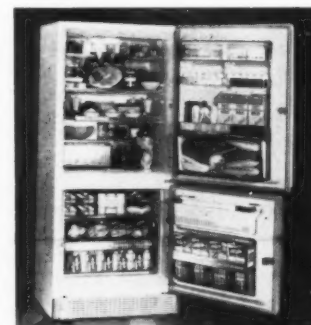
"Hide-a-Way rotisserie" available as accessory on 4 models, folds flat for compact storage.

Entire range line has been restyled; black and white "Sterling styling" is the color theme with contrast panel at base.

New Cordless controlled-heat

griddle for surface cooking on one 1959 model will be available as an accessory on 3 others; thermostatic control is removable so griddle can be completely immersed in water; griddle cooks 6 to 8 hamburgers and a self-contained drip tray prevents spill overs. Other features in line include Roastmeter for automatically recording "doneness" of meat; push-button controls; thin tubular surface units; Quick-set timers that require only 2 settings; cooking time and finish time; grounded timed appliance outlet.

Range line includes 5 40-in., 4 30-in.; and a 20-in. model.

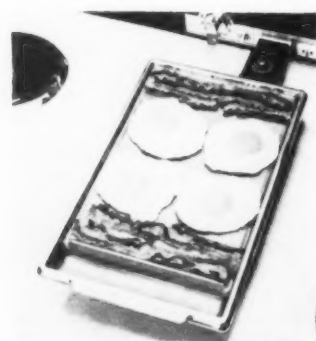


Philco refrigerator-freezer No. RF 1498

#### Refrigerator-Freezer

New exterior styling and multiple-use features keynote refrigerator-freezer line; one model features new departure in design with solid vertical accent panel on one side of door; iridescent charcoal color panel blends with kitchen decor; slender, tapered aluminum door handle on single and double door models features on many models a built-in bottle opener.

Storage areas are keyed to usable features: Lazy Susan shelf can be pulled out from left, right, fully



Philco cordless controlled-heat griddle

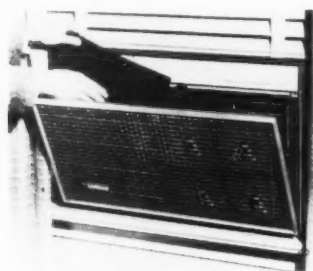


rotated, or pulled straight out; does not use center or side post for action; provides storage for packages, leftovers, small items; can be removed for cleaning.

Newly designed 33 deg. zone fresh meat locker has cold air channeled into meat locker to hold temperature at 33 degs. Other features include 3-way shelf, lift-out shelf, sliding shelves; adjustable shelves; Dairy Bar in inner door compartment with cheese keeper, butter keeper, egg racks, adjustable milk shelf, tall bottle storage.

New automated refrigeration system for main food compartment not only compensates for all operating conditions such as excessive heat and humidity or overloading, but has new device which prevents front build-up on refrigerator compartment coils.

The 10 models range from 8.1 cu. ft. capacity to 15.8 15.8 cu. ft.



Philco air conditioner

#### Air Conditioners

Philco's 1959 line of room air conditioners features a hinged, "tilt-down" front for easy access to new permanent washable filter; all 1959 "Noiseless" and "Texan" models have this filter which permits peak performance through year because it is easy to clean—"just wash and wring out like a sponge"—requires no spraying or special treatment to maintain filtering efficiency.

Compact line features series of "noiseless" models which have decibel ratings that check out up to 3 times lower in noise than accepted levels; all come in identical cabinet size and style; 4-way vent grilles; thermostats; pushbutton controls; fresh air and pump out; 2-speed fan control; flush and adjustable mounting kits; file drawer chassis for easy installation and service; 2-tone beige; all weather installation kit and galvanized chassis and enclosure.

Philco's Ionitron will be available as an accessory for all 1959 models. 3 models are available in 1 h.p., (2 230-volts and one 115 volts); two 2 h.p. units and a 1½ h.p. unit for 230 volts.

Prices, Ranges from \$449.95 for model SS4098 to \$169.95 for SS-3092, 30-in. model. Refrigerator-freezers, from \$689.95 for RF-1698, 15.8 cu. ft. model with Cold Flow 33 deg. zone meat locker to \$199.95 to RS-890 8.2 cu. ft. model with 1 cu. ft. freezers; Air conditioners from \$399.95 for A2092-11 2 h.p. unit with 15,500 Btu capaci-

ty, to \$299.95 for A 1094-11, h.p. unit with 11,000 Btus. Philco Corp., C and Tioga Sts., Philadelphia, Pa.

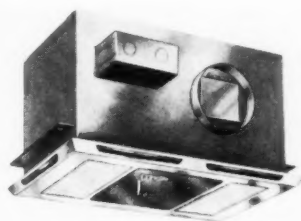


Maniwoc freezer-refrigerator FZ-195

#### Maniwoc Freezer-Refrigerator

Maniwoc's 2-zone combination freezer-refrigerator looks like a built in but is free-standing; capacities include 9 cu. ft. for the refrigerator section and 8 cu. ft. for the freezer, which stores 315 lbs.; entire unit requires less than 5 sq. ft. floor space.

Other features include wrap-around freezing coils that prevent frost build-up and assures sub-zero temperatures; self-defrosting refrigerator section has space for gal. bottles; provides controlled high humidity; forced air circulations; even cold distribution; rapid cold recovery after door is opened. Maniwoc Equipment Works, Maniwoc, 46, Wis.



Fasco ventilator-heater-light No. 657C

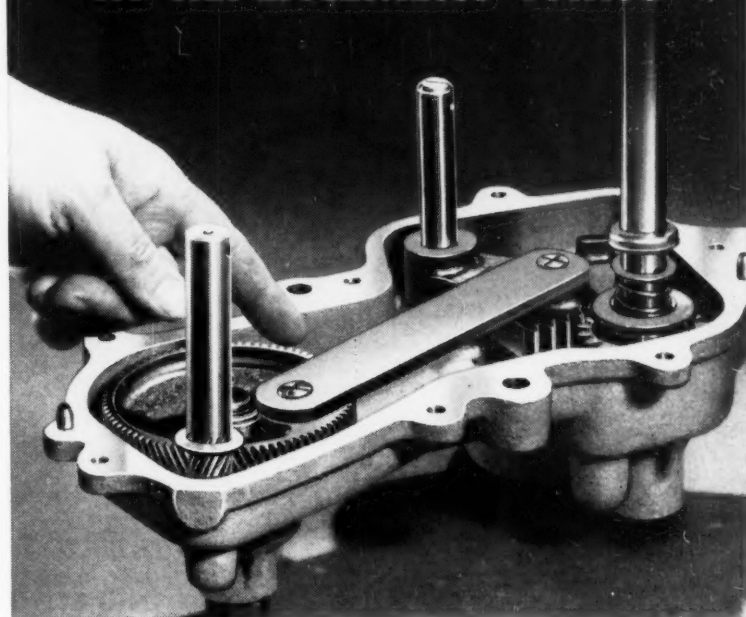
#### Fasco Ventilator-Heater Light Combination

Combination 657C designed with Slim-Trim look for bathrooms features chrome grille frame; 2-speed heater: high for heater and ventilator switch on; normal speed for heater switch only; satin chrome reflector deflects heat downward; aluminum honeycomb heater grille directs heat down; bimetal motor automatically closes positive damper control directing air over element; automatic reset circuit breaker.

Companion piece is a special switch, No. 622, completely pre-wired for economical installation and efficient operation.

Prices: No. 657C, \$58.10; No. 622 switch, \$9.10. Fasco Industries Inc., N. Union at Augusta, Rochester 2, N. Y.

## HERE'S THE DIFFERENCE IN REPLACEMENT PARTS



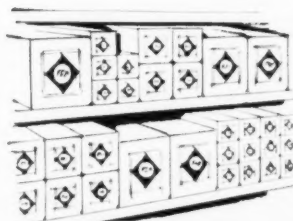
For the heart of RCA WHIRLPOOL Washers

## USE ONLY FSP® PARTS

for perfect fit, longer service

The operating heart of your customers' washers requires exact synchronization to provide maximum performance. Only FSP replacement gears and gear case parts assure this performance. Why? Because they are made to the same exacting tolerances as original parts to provide perfect fit every time. They are carefully machined to pass the same rigid and careful inspection requirements as original parts to work right and last longer . . . your guarantee of customer satisfaction. So, don't take chances on doing a service job that will cost you money in profit-eating call-backs. Always specify FSP parts! See your RCA WHIRLPOOL distributor or authorized A.P.J.A. parts jobber soon!

## IT'S BEST TO BUY FSP



Be sure it's FSP by looking for the FSP mark on the gear and on the package! FSP packaged parts are easier to handle . . . easier to store . . . easier to inventory. And, they are protected from dust, dirt and damage. It pays to use them!

**FSP**

Factory Specification Parts for  
**RCA Whirlpool APPLIANCES**

meet the toughest specifications in the industry

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Use of trademarks and RCA authorized by trademark owner Radio Corporation of America



## new products



Westinghouse 2 door refrigerator TSM-13

### Westinghouse Refrigerator

The fifth 2-door refrigerator, TSM-13 has been added to Westinghouse line; uses cold injector system employed in other 4 models; designed as step-up between single door DM-13 and the TDM-13.

This frost-free refrigerator and 101-lb. separate home freezer sharp freezes food from 5 to 10. degs. below zero; has package and can dispenser on door; 2 ice trays; ice cube server is optional; door has lift-off shelves; tall bottle storage; cheese and butter keeper; "easy-open" door latch.

Refrigerator section has twin porcelain crispers at bottom that hold  $\frac{3}{4}$  bu.; 3 full width shelves; soft interior light; blue and silver styling; left or right hand doors; squared cabinet 64 in. high, 30 in. wide; fits into built-in look requiring 4 in. clearance at top and 3 in. behind. Refrigerator and Freezer dept., Westinghouse Electric Corp., Columbus, O.



Wetvac vacuum cleaner accessory N-658-HP

### Wetvac Vacuum Accessory

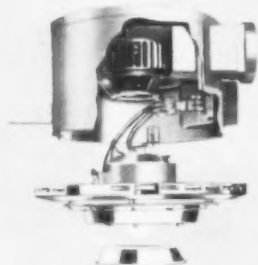
Wetvac is a primary separator attachment for use with home vacuum cleaners for picking up liquids, foam etc.

Designed for home and small office market, it fits most upright, tank, canister or built-in cleaners and will handle complete wet-dry cleaning jobs.

Wetvac is a primary separation that collects liquids and exhausts only dry air to vacuum unit; a shut-

off valve, activated by liquids, suds or foam, automatically cuts-off vacuum power to Wetvac as receptacle fills; shut-off valve prevents moisture from continuing to vacuum unit.

In addition to its universal adaptor, Wetvac is furnished with 7-ft. flexible hose (other lengths available) wand and squeegee; made of lightweight steel with rust resisting finish. Vacu-Flo Residential Div., H-P Products, Inc., 585 West Gorgas St., Louisville, O.



Heetaire-Lite-Exhaust

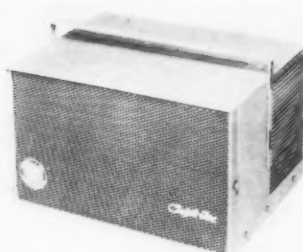
### Heetaire Bathroom Built-in Units

Markel (La Salle) announce two Heetaire bathroom ceiling built-in units, the "Heetaire-Lite-Exhaust" and the "Heetaire-N-Lite."

"Heetaire-Lite-Exhaust" heats exhausts and lights; produces infra red radiant heat; completely sheathed element with nickel chromium alloy sheath arrests moisture action, lasts longer, performs efficiently; exhausts an increased amount of vapors and odors by drawing air in all around and under Heetaire, through area under reflector, around outside of light; housing has a "duct transition" for use with standard 4-in. round ducting; horizontal or vertical discharges may be used; 2-speed in-closed motor with single impeller wheel protects against dust, dirt and vapors. With switch at heat position, motor turns at slow speed, keeps housing cool by exhausting; on vent, motor turns at high speed, exhausting quickly; built-in damper prevents cold back-drafts; snap-on-off glass shade permits easy relamping. Pushbutton wall control and wall plate. Available in 2 models 1000 and 1500, 120 or 240 volts.

"Heetaire-Lite" produces radiant infra-red heat plus complete lighting; has sheathed stove-type element with nickel chromium alloy sheath; uses 100-watt bulb; has snap-on-off glass for relamping.

All Heetaires may be used with wall thermostats for automatic control. Markel Electric Products Inc., and La Salle Products Inc., 145 Seneca St., Buffalo, 3, N. Y.

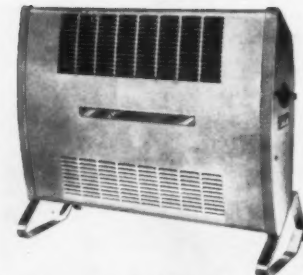


"Comfort-Aire" air conditioner W-501

### Comfort-Aire Air Conditioner

Comfort-Aire announces a portable room air conditioner W-501 with  $\frac{1}{2}$  h.p., 4000 Btu capacity or 150 cfm cooling air flow; plugs into 115 volts, 7 $\frac{1}{2}$  amps; tuckaway handle; weighs 66 lbs; mounting kit and front grille supplied for normal sash window mounting; outlet grille guides airflow upwards 20 degs.; Tecumseh compressor; Dynel filter is washable and replaceable; control switch; 2-tone eggshell and beige finish.

Price, \$169.95. Heat Controller, Inc., 1900 Wellworth Ave., Jackson, Mich.



Chromalox convection heater DA

### Chromalox Heater

Designed for floor or wall mounting this convection heater has an aluminum case, grey hammertone enamel finish; comes in 3 models: DA-15, 1500 watts, 120 volts; DA-20, 2000 watts; and DA-30, 3000 watts at 208 or 240 volts; all models 21 in. high, 8 $\frac{3}{4}$  in. deep; all are equipped with combination brackets for mounting; built-in 3-heat switch; warmed air is convected up and out into room at low velocities through close-meshed grille. Suitable for offices, workshops, garages, recreation rooms, ticket booths etc. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Penna.

## McGraw-Edison Introduces Thomas A. Edison Line

"Thomas A. Edison" is the name selected by McGraw-Edison Co. for its new line of air conditioners; models will be available in 4 different cabinet models: Imperial, Deluxe, Compact and Portable, and a total of 22 conditioners are available in the 4 cabinets.

Cooling capacities range from 4,200 Btus to 19,100 in cool conditioning equipment; a self-contained central air conditioner is also offered in 2, 3, and 4 hp models with capacities of 21,000, 30,000 and 40,000 Btus at 95 degs. outside temperature.

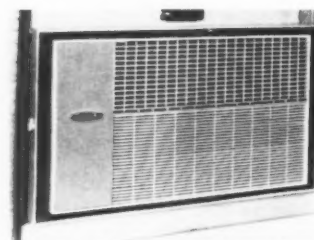
Features include simplified controls, multiple-draft directional louvers, custom-engineered condenser fans, far-reach cooling, built-in humidity control; quiet operation; welded construction, permalife finish; pan coating, heavy insulation, weather-protected circuits.

Imperial, top of line, cools up to 1350 sq. ft.; comes in 1, 1 $\frac{1}{2}$ , 2 and 2 $\frac{1}{2}$  h.p. units with capacities from 10,500 to 10,100 Btus. Features the Lectrofilter.

Deluxe comes in 1 to 2 $\frac{1}{2}$  h.p. with cooling capacity of 10,200 to 17,600 Btus, features "far-reach" cooling.

Compact, a slim 15-in. wide features do-it-yourself installation; fits a 25-in. window opening, mounts flush with sill; 2-speed fan and automatic thermostat; 1-h.p., 115 volt model has 18,600 Btus.

Portable weighs 65 lbs; easily carried and installed in any stand-



Thomas A. Edison Imperial air conditioner

ard window,  $\frac{1}{2}$  h.p., 4,200 Btus.

Thomas A. Edison also offers the Lectrofilter air filter that removes dust, pollen, mold, smoke at same times sanitizes and purifies room air of odors and cooking smells and removes bacteria by passing air over ultra-violet lamp; portable, can be used in any room, placed on floor, table, window.

### Dehumidifier

Rounding out this new line is a dehumidifier with  $\frac{1}{2}$  hp compressor with multi-fin condenser with 8-in. fan and automatic humidistat (on Imperial) which turns dehumidifier on and off as humidity changes; cabinet on free-swiveling, large casters; removes up to 3-gal. moisture a day; 115-volts.

Prices, Imperial, 1 h.p., \$362.95; Deluxe, 1 $\frac{1}{2}$  h.p., \$327.95; Compact, \$257.95; Portable, \$186.95; Air filter, \$69.95; Imperial dehumidifier, \$145.95. Thomas A. Edison Div., McGraw-Edison Co., Albion, Mich.

## Easy Combomatic Line



Easy Combomatic washer-dryer

A line of 5 "Combomatic" washer-dryer combinations is announced for 1959 to meet the need for all markets—gas or electric, built-in kitchen, apartments with small voltage requirements and for homes with wells or septic tanks necessitating a vented machine.

Line consists of 3 new 1959 models; CDK-230-volt condenser unit requiring no vents; CDK-200-volt, with outside vent; and CDK-G, gas model. Also included is CDU under-counter model introduced in 1958; and CDK-100 V, a 115-volt unit which will be marketed later.

All combinations will feature the auto-stop control 3-wash cycle: soak, wash'n wear, and normal. Wash period with tilt-tumble action, can be timed from 1 to 10-min. with choice of cool, warm, or hot wash water for every type fabric. Four master rinses: tumbling spray, tumbling deep rinse, surge-spin spray and tumbling clear water deep rinse. Normal and fine settings provide fast, thorough drying; thermostatically controlled heats prevent hard-to-iron-out wrinkles.

All are 27 in. wide; have 10-lbs. capacity; an automatic water level fill to regulate minimum amount of water for smaller loads; stainless steel self-cleaning lint screens. Other features include porcelain tops, white baked on bonderized steel cabinets; automatic door switch; automatic interior light. Controls on undercounter model on front; controls on other models on back panel at eye level.

Prices: CDK, \$469.95; CDK-G, \$499.95; CDK-200V, \$449.95; CDU, \$499.95. Easy Laundry Appliance Div., The Murray Corp. of America, 919 N. Michigan Ave., Chicago 11, Ill.



NuTone electronic chime system

### NuTone Built-Ins

Three new built-ins are announced by NuTone: an electronic chime system, a range hood-fan, and a vegetable shredder-slicer attachment for their food center.

Electronic chime system consists of an intercom teamed up with a door chime to produce an electronic chime system for homes; the chime can be transmitted electronically through any remote speaker of intercom, making multiple chime installations unnecessary.

NuTone's 1600 series range hood-fan features low cost hood with



NuTone Range-Hood-Fan

power plant under hood; fan housing is factory installed, outlet box pre-wired and motor brackets in 1-piece; discharges vertically or horizontally; built-in pushbuttons control double lights and 2-speed fan; available in finishes to blend with all wood or steel cabinets—copper or satin anodized aluminum, copper enamel or antique copper.

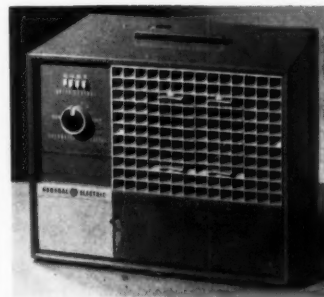


NuTone vegetable shredder-slicer attachment

Sixth attachment for the built-in food center is a vegetable shredder-slicer; operates from same built-in motor that powers the NuTone blender, mixer, meat grinder, knife sharpener and fruit juicer; features include large Melamine bowl, 3 cutting blades; shredder; thick slicer and thin slicer.

Prices, electronic chime, L-70, \$34.95; intercom-radio system de-

luxe, \$179.50 standard, \$129.50; hood-fan, \$51.75 to \$71.95; shredder-slicer, \$13.95. Nu-Tone Inc., Madison and Red Bank, Cincinnati, 27, O.



G-E portable evaporative cooler E-2

### General-Electric Evaporative Coolers

Two portable evaporative coolers, E-2 and E-1, are announced by G-E's automatic blanket and fan department. Requiring no installation, water connection or special wiring, these coolers will operate on standard household voltage and can be used in any room.

No. E-2, automatic dual purpose unit features an automatic thermostat, adjustable grill, 3-speed blower and pushbutton controls.

Both models feature modern design, spruce blue with ivory grills; all-plastic water distribution system; wrap-around filters; front fill water chute; water shutoff switch; all-plastic 3½ gal. reservoir with automatic water level indicator. E-1 has 2 speeds.

Both convert to waterless operation as air circulating fans at flick of switch.

Availability: Production on limited basis, deliveries beginning in June to selected markets; no attempt to secure national distribution in 1959. General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Norge built-in oven and surface units

### Norge Built-Ins

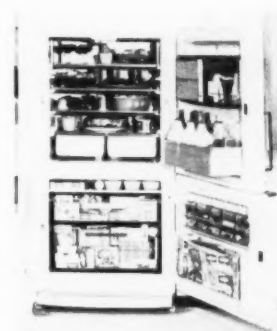
Norge Div. Borg-Warner Corp. announces gas and electric built-in cooking equipment with surface units 3-in. deep permitting drawer space beneath unit; gas and electric models have same dimensions permitting interchangeability of fuel;

both gas and electric controls are on top of surface unit.

Banquet size, 18-in. wide, ovens install in standard 24-in. cabinet, cooking tops may be installed on standard 30- and 36-in. base cabinets; both gas and electric ovens available with panels in 5 decorator colors: satin chrome and porcelain copertone, pink, yellow or turquoise. Gas models have complete automatic ignition of oven and broiler. Electric has an automatic clock and 60-min. interval time.

Deluxe EWO-30 (electric) and GWO-30 (gas) 2-oven models provide fully equipped 2-ovens for baking, roasting and broiling independently; built-in, heavy duty rotisserie with removable rack and spit; control centers located above oven at eye level.

Deluxe cooking tops have thermostatically controlled "meal sentry" for automatic surface cooking, eliminating scorching or "pot watching"; right front burner on gas top of line unit has thermostatically controlled "flame set" burner; several surface units in both fuels have built-in cast aluminum griddle with cover which functions as 5th surface unit. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, Ill.



Hotpoint 9EN14 refrigerator-freezer

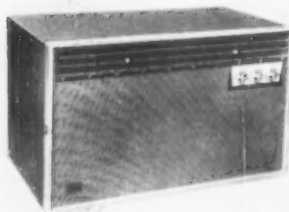
### Hotpoint Refrigerator-Freezers

Hotpoint has introduced 2 new 2-door combination refrigerator-freezers with "swing-out" shelves; largest is 9EN14, a 14 cu. ft. unit with a 147 lb. freezer at bottom; the other is 9EW12, a 12.3 cu. ft., 2-door with separate 101-lb. freezer at top.

Center pole has been eliminated; self-contained unit allows user to adjust shelves up or down to suit needs; both feature Hotpoint's 1959 "Reserve Coldpower" feature to prolong food storage life: fresh food compartment temperature has been lowered about 4 degs. from 31 to 37 degs.; tall bottle area as been increased; both models have automatic defrost, safety door latch, twin porcelain crispers, special offset hinges for close-to-corner installation. Hotpoint Co., 5600 W. Taylor St., Chicago, 44, Ill.



# new products



Coolerator "Compact"

## Coolerator 1959 Air Conditioners

Coolerator's 1959 line consists of 4 cabinet models: Custom, Super, Compact and Portable in a total of 22 units. Cooling capacities range from 4,200 to 19,100 Btus; a self-contained central air conditioner is also offered in 2, 3, and 4 h.p., with capacities of 21,000; 30,000 and 40,000 Btus at 95 degs. outside temperature. Features include simplified controls, multiple-draft directional louvers, custom-engineered condenser fans, far-reach cooling, built-in humidity control; quiet operation; welded construction; weather-protected circuits; factory service; 5-year warranty.

**Custom model** is color-styled to harmonize with any room decor; cools up to 1350 sq. ft living area; available in 1, 1½, 2 and 2½ h.p. units with cooling capacities from 10,500 to 19,100 Btus and features the Electrofilter which uses a static electricity generator to charge millions of fibers electrostatically—trapping dust and pollen in filter.

**Super model** is the budget unit, has 1½ h.p. 230 volts, 12,400 Btus.

**Portable**, weighs 65 lbs; can be installed in any standard window; has ½ h.p. unit; and 4,200 Btu cooling capacity.

**Compact**, replaces the 1958 1 h.p. Super, reduced in size to 15 in. deep, 14 in. high, 25-in. wide; fits narrow window opening and mounts flush with sill.

### Air Filter

An air filter featuring the Electrofilter, which removes dust, pollen, leaf mold, smoke and other impurities and sanitizes and purifies room air, removing some bacteria by passing air over ultra-violet lamp is also available. Portable, it can be used in any room on floor, table or installed in window.

### Dehumidifier

Custom dehumidifier with ½ h.p. compressor is also available; features are a multi-fin condenser with large surface area; 8-in. fan; automatic humidistat turns dehumidifier on and off as humidity changes; large free-swiveling casters; removes up to 3-gal. moisture a day; 115-volts.

Prices, Custom, 1½ h.p. 230-volt model, \$362.95; Super, 1½ h.p., 230 volts, \$327.95; Portable, \$186.95; Air Filter, \$59.95; Custom dehumidifier with automatic humidistat, \$145.95. Coolerator Div., McGraw-Edison Co., Albion, Mich.



Amana refrigerator-freezer FPR-95

## Amana Refrigerator Freezers

Amana's compact combination refrigerator-freezer FPR-95 is one of 3 combination models in the 1959 Amana line; all have modern styling in straight lines; "Starlite" yellow interiors; "Stor-Mor" doors with separate compartments for cheese and butter storage; controlled temperatures ranging from below-zero freezing shelves to butter-spreading temperature in butter keeper; finger-tip accessibility.

**Freezer section** has Amana-Matic freezing—every shelf is a prime freezing surface, with additional freezing coils in top and bottom of cabinet. FPR-95 has 5.2 cu. ft. storage; roll-out storage basket which holds 42 lbs of hard to store bulky foods; door contains unit for keeping fruit contrate cans plus adjustable food dividers for frozen food packages, with gravity-fed racks.

**Refrigerator section** has 8.7 cu. ft. storage; glide-out shelves of flat wire; extra-large bottle storage including gallon milk jugs; crisper for fruits and vegetables; meat keeper and fruit bin.

**FPR-98**, larger unit has identical features and capacities of FPR-95 except FPR-98 is 32 in. wide and freezer section holds 290 lbs.

**FPR-125**, with deluxe 12 cu. ft. refrigerator section has features of above 2 models plus an innovation designed to keep continuous cold air flow achieved through special blower which circulates cold air equally. Stor-Mor door has thermostatically-controlled butter keeper which can be set for rock-hard or spreading-soft temperatures; 3 egg storage drawers can be removed and carried to work area; 2 crispers. Amana Refrigeration, Inc., Amana, Iowa.



Westinghouse glass-lined water heaters

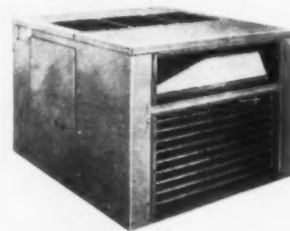
## Westinghouse Water Heaters

Westinghouse announces a 10-model line of 1959 quick recovery and standard wattage water heaters featuring glass linings and a "Magnemiser System" whereby electrolytic corrosion of tank is stopped; this incorporates use of a Corox direct immersion element with insulator and resistor plus Tank Guard magnesium rod. Glass lining is achieved by fusing porcelain enamel materials to entire steel tank interiors; fittings at inlet and outlet are copper and brass.

**With quick recovery models** a full 40-gal. tank of 150 deg. water can be delivered in 2 hrs.; uses electricity 6 times faster than standard models and can deliver 2½ times more hot water a day, the manufacturers claim.

**Available in standard wattages** as follows: round, 30, 40, 52, 66 and 80-gal. capacity; table models, 30, 40 and 50-gal. capacity.

**Quick recovery line** includes round and table top models with 40-gal. capacities. Westinghouse Electric Corp., Columbus, Ohio.



Carrier 2 h.p. heat pump

## Carrier Heat Pump

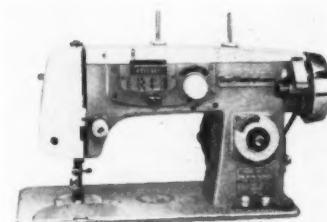
A 2-hp. heat pump designed for small homes and multi-unit structures called the Weathermaker" is a 1-piece unit for whole house air conditioning; less than 3 ft. square; can be located outside house for simple installation and service; has 22,000 Btu cooling capacity, and 23,000 Btu heating output with additional strip heaters available at 10, Btu each.

**Automatic defrosting** is actuated every 90-min. if necessary; operation starts only if outdoor temperature is in frost range.

Separate fan motors increase efficiency by permitting constant re-

circulation of inside air without operation of outside fan; defrost is accomplished in 5-min. because no cold air is drawn into unit while outside fan is in operation.

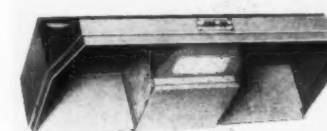
**Besides room thermostat** which automatically switches unit from heating to cooling as required; the new pump has an Econostat located outside to actuate strip heaters when temperature falls below certain levels; prevents main system from operating each time unit demands heat. Carrier Corp., Syracuse, 1, N. Y.



Free-Westinghouse sewing machine 803A

## Free-Westinghouse Sewing Machine

**Super deluxe 803A automatic** Free-Westinghouse machine features a fully automatic Zig-Zag; multiple needle positioning; 10 built-in cams; decorative stitch patterns shown on arm; control for changing sizes; twin needles; large hinged coverplate; vertical bobbin in front of needle; light over needle; pushbutton operation includes reverse; automatic darning; new tension devices to accommodate 2 threads; geared driven underbed mechanism; short shank presser bar; 2-tone blue and ivory finish. Free Sewing Machine Co., 9855 W Pico, Los Angeles, Calif.



Broan dual glower hood

## Broan Range Hood

An integrated package range hood with dual blower is announced by Broan. Blower is built into hood; hood is factory prewired and has built-in spring-loaded back-draft damper; dual blower has extra power needed for elbows and long duct runs; 2 lifetime aluminum filters on each side of blower unit; 100-watt light is located out of 2 airstreams to keep it clean; and has ribbed crystal lens; vertical or horizontal discharge; blower unit is self-contained and blower is removable without tools; seamless welded construction, no trim or rivets; choice of modern or colonial styling in 5 widths; stainless steel, coppertone, silvertone, white or decorator colors. Broan Mfg. Co., Inc., Hartford, Wis.

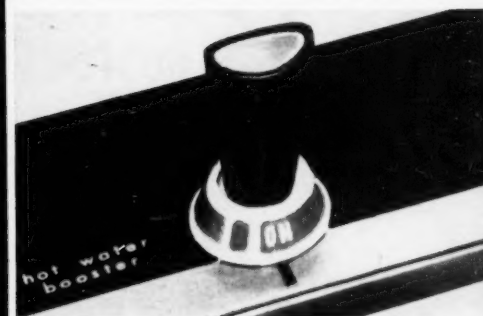


SING OUT THE NEWS



# WESTINGHOUSE OPPORTUNITY DAYS ARE HERE AGAIN!

The  
FINEST GIFT  
for her on  
Mother's Day\*  
(\*May 10)



## HOT WATER BOOSTER

*With Power-Soak!*

Automatically heats and maintains hot water at 140° for Sure-Temp Washing and final rinsing. Water circulation during booster heating periods *power soaks* whole load. Everything comes out of the porcelain-enameled Wash-Well spotless, sanitary clean.

# WESTINGHOUSE IMPERIAL ROLL ABOUT DISHWASHER

**MADE TO MOVE... Ask Dealers Selling Them!**

**A NATURAL FOR BOTH HOME OWNER AND RENTAL MARKETS.**

**EVERYBODY'S A PROSPECT! STYLED RIGHT... SELLS ON SIGHT!**

Here's the portable dishwasher that does the whole job better... you can be sure of complete customer satisfaction. Rolls anywhere... over rugs and doorsills... to table... to sink... to cabinets. Dishes are never washed in lukewarm water because of the **HOT WATER BOOSTER**.

Power-Temp Drying forces heated air across the load... dries everything without streaking or spotting. Exclusive Detergent

Storage Bin is the ultimate in convenience. **NO INSTALLATION!** Extra-long hose snaps onto faucet... cord plugs in wall!

Your prospects will be pre-sold when they see the Imperial ROLL ABOUT on *Desilu Playhouse* April 20... read about it in the May issues of *Better Homes & Gardens* and *Sunset* magazines.

With only 6% market saturation, your sales opportunities are unlimited.



Westinghouse  
Electric Corporation—  
Major Appliance Division,  
Columbus, Ohio



YOU CAN BE SURE... IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS

**Your MOTHER'S DAY Premium Offer!**



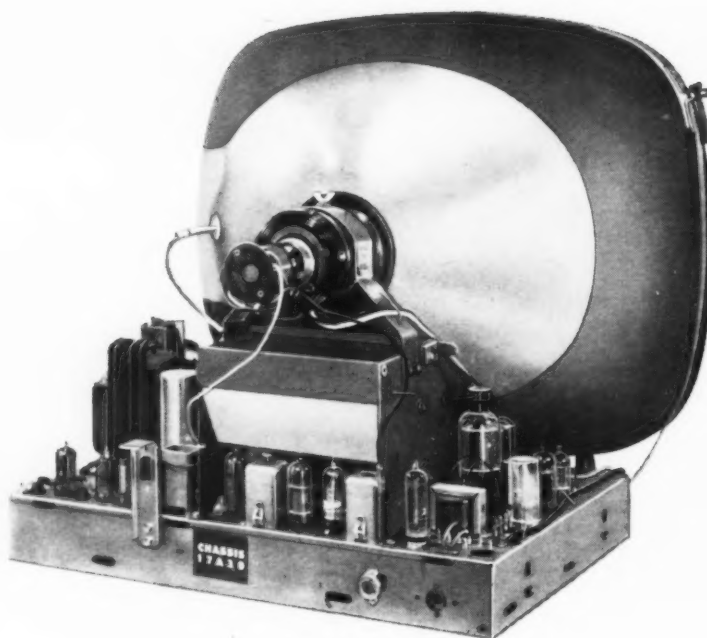
Ask your Westinghouse Distributor for details about this sensational Westinghouse Immerse-A-Matic Fry Pan sales closer. With this \$27.15 premium offer, it's even easier to step them up from the Budget Model to the Imperial ROLL ABOUT.

# NO PRODUCTION

## All parts accessible for easier, simpler servicing

### 12 REASONS WHY ZENITH TV MEANS MORE SATISFIED CUSTOMERS FOR ZENITH DEALERS AND SERVICEMEN

- ① 21-INCH (OVERALL DIAGONAL) PICTURE TUBE mounted to chassis.
- ② SHORT NECK 90° TUBE . . . reduces linearity and yoke problems.
- ③ FIN-COOLED POWER TRANSFORMER for greater cooling surface.
- ④ TECHNICAL CONTROLS on front of chassis in most models for ease of adjustment . . . no mirrors required.
- ⑤ ALL ALIGNMENT adjustments on top of chassis.
- ⑥ ALL CIRCUIT TUBES accessible for service without removing the chassis.
- ⑦ TUBES ARE PLACED in logical circuit sequence.
- ⑧ NO PAPER ENCASED BYPASS CONDENSERS . . . all are plastic or ceramic molded.
- ⑨ NO HIDDEN PARTS . . . all are easily replaced.
- ⑩ NO PRINTED CIRCUITS IN THE CHASSIS . . . all connections are hand soldered.
- ⑪ PRECISION BUILT, rugged horizontal chassis.
- ⑫ NO SHORTCUTS to impair the reliability.



**Better performance, greater operating dependability, easier servicing—these are the results of Zenith's insistence on Handcrafted standard circuitry. And though it costs more to build, it gives you far more to sell.**

# **SHORTCUTS...**

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**IN ZENITH'S QUALITY  
HANDCRAFTED  
"SERVICE SAVER"  
HORIZONTAL TV  
CHASSIS ...means more  
operating dependability**



ZENITH RADIO CORP., CHICAGO 39, ILLINOIS  
The Royalty of television, stereophonic high  
fidelity instruments, phonographs, radios and  
hearing aids. 40 years of leadership in  
radionics exclusively.

# **ZENITH®**

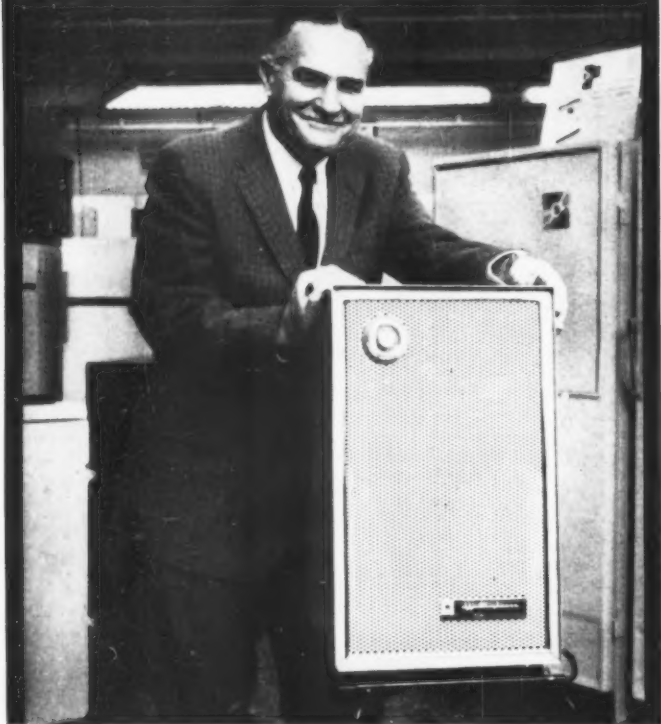
THE QUALITY GOES IN BEFORE THE NAME GOES ON



FRANK'S DEPARTMENT STORE  
Fort Wayne, Indiana

# SELLS 150 WESTINGHOUSE DEHUMIDIFIERS

IN FIRST SEASON!



**Here's what Terry Wruble**, Appliance Manager of Frank's in Fort Wayne, reports on his first season selling Westinghouse Dehumidifiers: "We decided to take on the Westinghouse Dehumidifier line because customers were asking for them—far more than for any other brand. As a result, we were able to sell Westinghouse Dehumidifiers at a higher price, upping our gross volume by \$12,000 during the summer season. There's no service required on these dehumidifiers, virtually no delivery and no trade-ins. We're sold on them—and so are our customers!"

Get your share of this rapidly growing business with the best-accepted, best-advertised, best-promoted line in the industry—Westinghouse! Buy early, sell early. Your early buyers can be your best salesmen! Contact your Westinghouse distributor now for big early-season deals!

YOU CAN BE SURE...IF IT'S

## Westinghouse

DEHUMIDIFIER DEPT.

SPRINGFIELD 2, MASS.

## new products



Universal immersible Coffeemate



Universal Cookamatic ware

### Universal's Immersible Coffee- matic and Cookamatic Ware

Highlighting Universal's 1959 products is an immersible Coffeemate and a line of stainless steel with copper core Cookamatic ware.

Heating element and thermostatic controls in immersible Coffeemate No. 4498 are completely sealed in so entire coffeemaker may be washed even in a dishwasher; new 600-watt tubular type element combined with larger tube and new basket design cuts brewing time; when coffeemaking cycle is completed cycle is completed, an automatic temperature control takes over and keeps coffee at drinking temperature until served; 3-to-8 cup capacity; chromeplate over solid copper.

Cookamatic stainless steel with copper core "probe-type" ware consists of a 11½ in. square frypan;

3 qt. saucepan; and a 5-qt. dutch oven, all serviced by the Cookamatic probe control. All are completely immersible and are made of stainless steel and copper bonded together for even heat distribution and easy cleaning. New design stainless steel lid with deeper dome and double lip for each appliance.

Other products in 1959 line include a new table mixer and a Mixablen blender described in this section earlier.

Prices, frypan, \$29.95 with control; cover \$5. extra. Dutch oven with trivet for waterless cooking, baking, deep frying etc, \$39.95 with control and cover. Saucepan for stewing, baking, deep-frying and steaming, \$26.95 with control and cover. Landers, Frary & Clark, New Britain, Conn.



Sunbeam Rollmaster shaver No. 333A

### Sunbeam Shaver

Sunbeam announces a new Rollmaster shaver with multiple-head and new principle of "floating suspension" that incorporates automatic, selfadjusting rollers which respond automatically to shaving

pressure; these rollers adjust up and down with spring action as user shaves, compensating for all types whiskers and skin areas. Triple-twin shaving head consists of 3 precision-honed heads.

In addition Sunbeam makes models 140 and 140L "hi-velocity" Shavemaster blade-electric razors which feature a single, large shaving head and a double-edge blade.

Complete new assortment of shaving accessories including after-shave lotion, pre-shave lotion, powder stick is now available in line.

Two Lady Sunbeam Shavemasters are also available and offered at new low prices on DeLuxe Lady Sunbeam in French door case and "Fleur-de-lis" model in pedestal gift case.

Price, No. 333A, \$24.95. Sunbeam Corp., 5600 Roosevelt Rd., Chicago 50, Ill.

# Electric Housewares



Silex glass coffeemaker

## Silex Glass Percolator

This new percolator combines glass with convenience of automation; lightweight, with heatproof glass; cool handle; brews from 2 to 9 cups; maintains drinking temperature automatically with adjustable flavor control; can be washed and rinsed under faucet; carafe styling and interior lighting effect creates a candlelight glow to illuminate coffee; comes with ivory or black handle and base; polished brass trim.

Price, \$29.95. The Silex Co. 63333 W. 65th St., Chicago 38, Ill.



Thermo Tray supper set

## Thermo Tray Accessories

Three food serving accessories designed to keep foods hot have been added to Cornwall's line of Thermo Tray electric food servers.

Thermo Tray supper set consists of a specially designed Thermo Tray with 12 x 9 in. heated surface, 2 double coffee carafes, 2 individual casseroles suitable for oven use. Tray, which can be used separately for serving snacks and other hot foods has a white plastic laminated surface with gold fleck, gold anodized aluminum frame and contoured walnut handles.

Coffee carafes in Supper set hold 2 full cups each and are designed to fit into standard coffee cups so both cup and carafe can be kept warm; decorative neckbands of opaque glass carafes in contrasting colors: flame and yellow to match ovenproof glass casseroles.

Hospitality model has white plastic surface, gold fleck and gold anodized aluminum frame, and wal-

nut handles; 15 x 12 in.

Casserole set of 3 pottery casseroles to fit Hospitality model consists of 12 x 7 in. oblong casserole and 2 6 in. square casseroles; also white with gold fleck trim. Other Thermo trays in 5 sizes and 5 surface patterns also Buffet model with red, black or yellow enamelled steel surfaces in 3 sizes; adjustable thermostat and 12-ft. cord.

Prices: \$19.95 for Supper set with carafes; Hospitality tray, \$17.50; Casserole set \$12. Cornwall Corp., 48 Wareham St., Boston, Mass.



Dazey Can Opener 2 EM

## Dazey Can Opener

Dazey announces an electric can opener, Electra, 2EM, with magnetic lidlifter; automatically punctures can and shuts off automatically; holds can until manually released; pushbutton controls; takes all shapes—round, square, oval including large juice cans; removable cutting mechanism for cleaning; cord storage compartment; grease-sealed cutting wheel gives safety-edge rim. Dazey Corp., 4315 Warne Ave., St. Louis, Mo.



Magic Maid steam iron No. 340

## Magic Maid Steam-Dry Iron

"Flash" type steam iron features large 35 sq.-in. soleplate; 7 steam vents; 8 oz. water capacity; accurate thermostat; jet steam action for blocking hats etc; "coiled cord"; 1000 watts, 115 volts; black, yellow, pink or turquoise handles.

Price, \$16.95. Son-Chief Electric Inc., Winsted, Conn.

presenting ...



Proudest performers of all time, Enterprise Ranges of our Centennial Line are designed and manufactured with one hundred years of scientific know-how and dependability behind them.

To celebrate our 100th anniversary, we have gone all out to build the finest ranges of all time.

Get *Enterprise* for Profit. \*Free floor plan.  
No down payment. \*Generous advertising allowance.  
Free mat books.



**PHILLIPS & BUTTORFF CORPORATION**

Nashville, Tennessee

100 Enterprising Years

# new products . . . Electric Housewares

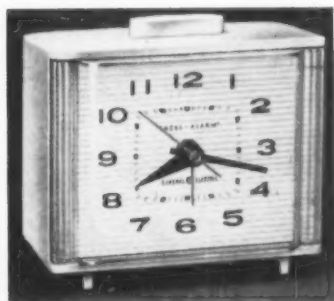


Dormeyer blender BL-2 WH

## Dormeyer Blender

Push-button, 3-speed blender No. BL-2-WH is announced by Dormeyer; pushbutton delivers exact speed to blend foods; also whips, liquefies, purees, chops, grinds, pulverizes. Unbreakable, boilable, 48-oz. plastic container with sure-grip ribs and graduated measuring marks; blade assembly screws off for easy cleaning—can be used with standard Mason jar; chip and mar-proof thermoplastic base in white, pink, yellow or turquoise.

Price, \$45. Dormeyer Corp., 700 W. Kingsbury St., Chicago 10, Ill.



G-E Telechron "Gay Snooz-Alarm"

## G-E-Telechron Clocks

Two new clocks are announced by General Electric-Telechron: "Gay Snooz-Alarm" and "Contour".

New Snooz-Alarm has a white dial; dark gray numerals; frost beige case; or come in luminous models with antique white and pink cases and smoke gray dials.

"Contour", wall clock has oval case that hugs wall and tapers to wide dial; suitable for kitchen,



G-E-Telechron "Contour"

bathroom, recreation room in a variety of colors: white on red, pink on pink and yellow dial on yellow case; black hands and numerals.

Sho-Pak also available for 3 Gay Snooz-Alarm in individual transparent cartons serves as display package and doubles as a handy take-home carton.

Prices "Gay", \$6.98 and \$7.98 luminous; Contour, \$5.98. General Electric Telechron Co., Clock and Timer Dept., Ashland, Mass.



Westinghouse "Dog-O-Matic"

## Westinghouse "Dog-O-Matic"

This new device cooks 1/2 doz. hot dogs in 90 secs.; each end of wiener is attached to an electrode in bottom half of cooker; when lid is closed, current passes through wieners; they are cooked from inside out; removable lid for cleaning; bottom portion can be immersed in water, top is cleansed with damp cloth; operates on 110-115 volts. Westinghouse Electric Corp., Mansfield, O.



Iona Lev-R-Matic can opener

## Iona Can Opener

Iona announces an electric can opener, Lev-R-Matic; most unique feature is its handle, which does double duty; serves not only to make unit easily portable but also acts as the actuating lever; designed to hold cans of all shapes and sizes; magnetic lid lifter holds cut-out lid.

Price, \$19.95. The Iona Mfg. Co., Manchester, Conn.



Plug-in Canoelectric

## R & M-Hunter Canoelectrics

A built-in as well as a plug-in Canoelectric can opener is now available according to R & M-Hunter. Plug-in models are now available in yellow with black and gold trim or aqua with black and gold trim as well as white, and the white model is available with red and gold or black and gold trim.

Features include a cutter blade that operates by pushbutton; cutter blade guaranteed for life of unit; automatic release of can after opening; magnet lifts out lid; opens any size can.

Built-in model extends only 1-3/4 in. from wall surface.

Price, plug-in model all colors, \$24.95; built-in model \$32. R & M-Hunter, 2500 Frisco Ave., Memphis, 11, Tenn.



Gently battery shaver

## Gently Shaver

Operates for months on 2 standard flashlight batteries; suitable for men or women when traveling, in boats, camping or at office; self-contained, lightweight; easy to hold; traveling case and cleaning brush included.

Price, \$9.95, (batteries not included). J. Young & Co., Box 2269-EM San Francisco, 26, Calif.

## Moe Pole Lights

Pole lights, available in "Spiralite" and "Cordette" family of fixtures adjusts from 7-ft. 1-in. to 9-

ft.; "Spiralite" has three 9-in. cones which swivel up, down, or sideways; each unit has 3-way switch that accommodates a 75-watt bulb. "Cordette" cone in 11 1/2 in.

Both finished in polished brass with black trim. Moe Light Div., Thomas Industries Inc., 410 S. 3rd St., Louisville, 2, Ky.



Brother Riviera sewing machine

## Brother Sewing Machine

New Riviera is automatic; does buttonholes, monograms, fancy stitching, as well as forward and reverse straight stitching; features pushbutton reverse and 3-position sewing to make possible intricate patterns; twin spool pins and twin needle permits sewing with 2 colors at a time; rose or white finish; streamlined design; automatic bobbin winder; fabric dial tension control.

Price, \$279.95 Brother International Corp., 122 W. 27th St., New York 1, N. Y.



Mirro-Matic percolator 126M

## Mirro-Matic Percolator

A party-size 30-cup automatic percolator 126M has been added to the Mirro-Matic line; brews from 10 to 30 cups at a time and keeps it serving hot; self-measuring marks on percolator and coffee basket shows amount of coffee and water to use for uniform brew; red button lights when coffee is done.

Price, \$24.95. Mirro Aluminum Co., Manitowoc, Wis.



# Family Weekly



## 4,456,911 CIRCULATION CONCENTRATED IN THE TYPE OF MARKETS WHERE 80% OF ALL HOME FREEZERS ARE SOLD

The 1,830,000 home freezers in the giant market saturated by FAMILY WEEKLY and its 178 distributing newspapers stamp it as one of the country's greatest potentials for appliance sales.

FAMILY WEEKLY households rank far above average in ownership of home freezers. Nearly one out of every four families has one—a record over 50% above the average of all Starch-measured magazines.

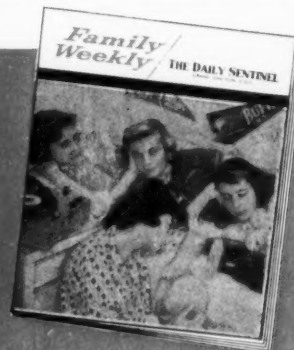
FAMILY WEEKLY readers serve more meals at home. They do more home entertaining. They buy more equipment for home use, and they are responsive to advertising in FAMILY WEEKLY.

Its saturation coverage of 178 markets makes FAMILY WEEKLY an important influence each week in the purchases of 4,456,911 families. It reaches an average of more than SIX out of every ten families in 565 counties (where its coverage is 20% or more). It averages over NINE out of ten families in 178 city zones. *No other single medium can deliver such penetration and impact in FAMILY WEEKLY's 178 key markets.*

Your FAMILY WEEKLY representative can show you why, alone or in combination with other media, FAMILY WEEKLY belongs high on your media list. Call him today.

Of the \$385 million in home freezer sales last year, 80% were made in communities with populations of 250,000 or less. FAMILY WEEKLY saturates 178 of these markets. The freezers owned by FAMILY WEEKLY readers equal the number of freezers sold throughout the entire U.S. last year!

Add Family Weekly,  
and you cover the world's  
largest retail market that  
can be reached in such  
depth with a single medium.



### FAMILY WEEKLY MAGAZINE, Inc.

Leonard S. Davidow, President and Publisher

153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue

DETROIT 2: 3-223 General Motors Building

CLEVELAND 18: 604 Hanna Building

LOS ANGELES 9: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue

SAN FRANCISCO 7: Blanchard-Nichols, Assoc., Phillips & Van Orden Bldg., 900 Third Street

MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building

Smash Hit...

# NORGE 15 Cubic Foot Priced to Compete With Ordinary 13's!



*Plus!* NEW "ALL-STAR"  
LINE-UP IN EVERY  
PRICE RANGE!

## THE 10,000,000<sup>th</sup> NORGE Greatest Value Ever Offered In an Upside-Down Refrigerator

You'll run competition right out of the ball park when you flash the pricing on this model! It not only answers the demand for more freezer space, but also provides the upside-down arrangement that so many buyers prefer! Plus—

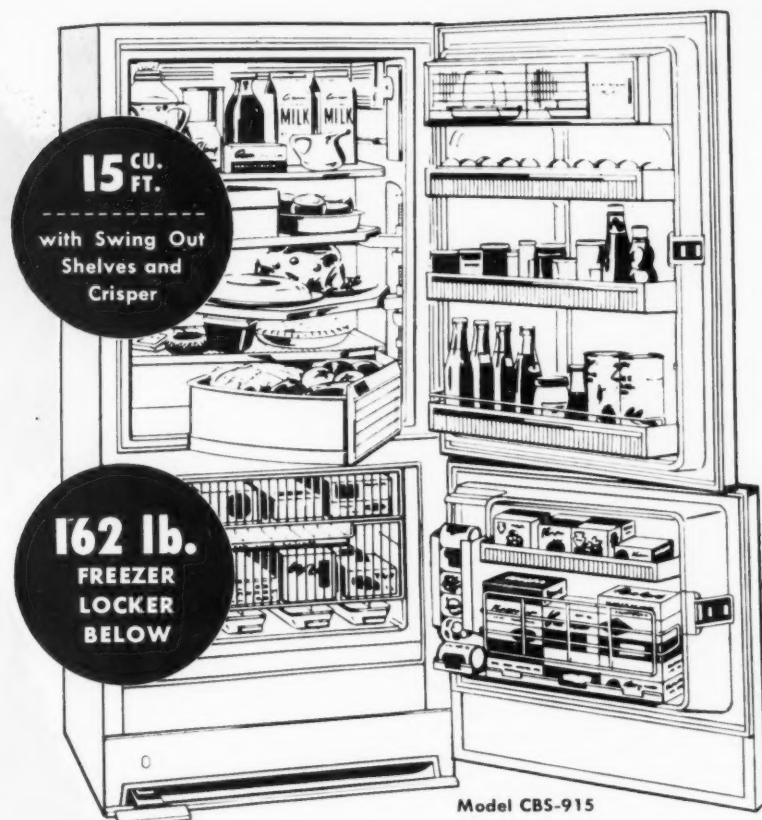
- Slide-out shelves bring all the food out into full view and easy reach
- Automatic defrosting • Bold new "built-in" look
- Roll-Out freezer baskets • Tall bottle shelf section even holds gallon milk bottles
- Dairy Keeper • Smart color-styled interior



# NORGE<sup>®</sup> Creative Engineering for Sales

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois. Export Sales, Borg-Warner International, Chicago 3, Illinois



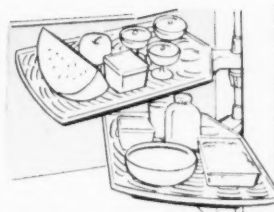


Model CBS-915

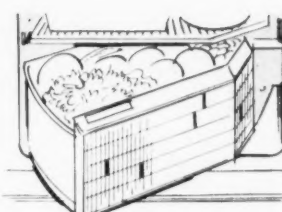
**AUTOMATIC DEFROSTING *Plus!*** • Smart "Built-In" Look  
• Roll-out freezer baskets • Dairy Keeper • Meat Saver

## NORGE *Swing 'n Serve*®

The refrigerator that has all the features your customers want!



**SHELVES SWING OUT** all the way to put all food at your fingertips!



**CRISPER SWINGS OUT.** Serves up to 29 lbs. of fruit and vegetables!



**SHELVES ADJUST FULLY LOADED!** A knob raises or lowers!



**SHELVES LIFT OFF.** Can be carried right to work counter or sink!



**"BIG-FAMILY" SPECIAL THAT'S WAY BELOW COMPETITION!**

- Huge 81 lb. zero-degree freezer locker
- Slide-out shelves
- Automatic defrost

13 cu. ft.  
Model C-913



**HOTTEST PRICED 2-DOOR ON ANY DEALER'S FLOOR!**

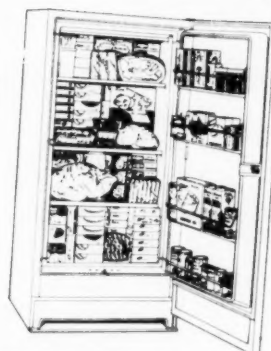
- 116 lb. zero-degree freezer locker
- Slide-out shelves
- Automatic defrost

13 cu. ft.  
Model CT-913

**CALL YOUR NORGE DISTRIBUTOR TODAY ... and be sure to ask about the 10 MILLIONTH NORGE DEAL!**



## HOTTEST PRICED FREEZER LINE GOING!



12 cu. ft.  
Model VFDA-12



16 cu. ft.  
Model CF-16

**UPRIGHTS with features that sell!**

- Jet-freeze shelves • Auto-type lock
- Full Handi-dor storage with Swing-Away Guards • Color-styled interior

**CHEST TYPES IN THE THREE POPULAR SIZES**

- Safety-Latch Handle with Lock
- Handy removable baskets
- Counterbalanced lid opens at touch



MOTOROLA  
 launches its exciting '59 line  
 of Portable Radios spearheaded by  
**the hottest seller  
 the market's  
 ever seen!**

# Shirt

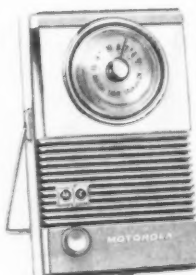


## Other '59 Motorola Sales-Blazers

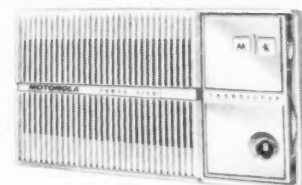
Outstanding performers in every size . . . styled to suit every personal preference



**Most powerful long-distance transistor portable.** New chassis and audio system provide extra power to pull in distant stations. Outstanding tone for distortion-free sound. Plays 12 times longer than ordinary tube portables on inexpensive batteries. Model L14 in Smoke Charcoal, highlighted with brushed aluminum trim.



**Most powerful pocket portable.** With 8 transistors, 2 diodes. Extra amplifier transistor in RF stage for 5 times more selectivity. 3-section gang tuning condenser for 9 times more sensitivity. New audio amplifier for 30% more audible volume. Model 8X26 in Maple Sugar or Charcoal.



**Most compact pocket portable.** With 6 transistors, 2 diodes. New chassis with premium-rated transistors and Class "B" push-pull amplifier extends tonal range, cuts battery drain. Special design gang-tuned condenser ends volume fade. Model X12 in Gray or Smoke.

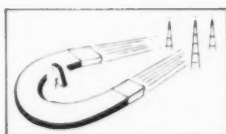
# New Motorola® All-Transistor Pocket Radio

*with powerful  
built-in speaker*



**TREMENDOUS  
TONE QUALITY**  
of full-size set at  
low or full volume.

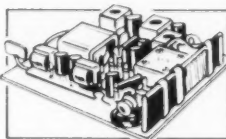
**Plays with the sound  
of sets twice its size  
... with these  
exclusive features**



**Built-in antenna** pulls  
in signals loud and clear.



**Magnifying lens** for  
easy-to-read dial.



**Power-packed chassis**  
with full 6 transistors.



**Built-in easel** for "Stand-  
up" position.

**Only**  
**\$29.95\***

Model X-11

Break-resistant case in  
Black, Blue, Green, Red.  
Plays on *single* low-cost  
battery (slightly extra).  
Earphone Jack for pri-  
vate listening.



# MOTOROLA



# new products TV, RADIOS, STEREO



Andrea "New Avondale" TV lowboy

## Andrea TV Lowboy

"New Avondale", a deluxe 21-in. lowboy, employs the Andrea VRI 21-2 horizontal chassis with full service power transformer, hand-wired circuits, tone control, removable tinted safety glass; aluminized 100-deg. picture tube; stereo-phono input jack and switch which permits use of audio amplifier and speaker system as second channel in a stereophonic ensemble.

Custom-crafted cabinet of hardwood has sliding full tambour doors, latticed wood grilles; 3 front-mounted speakers with crossover network for true hi-fi; cabinet comes in mahogany, blonde, fruitwood also antique white. Andrea Radio Corp., 27-01 Bridge Pl. No. Long Island City 1, N. Y.



Danish table with G-E "Barclay 21"

## G-E TV Furniture

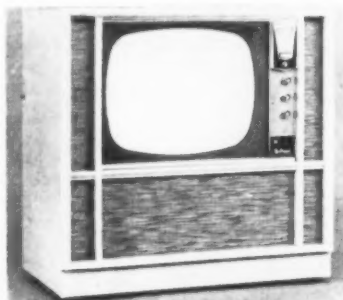
A line of 6 custom designed functional furniture to harmonize with "Designer TV" series is announced by General Electric TV receiver Dept. Called "Designer Coordinates" the units will be marketed as accessories to provide custom fitting TV in the home.

Three units are designed for the "Gramercy 17" sets and 3 for the "Barclay 21" sets as follows:

For the 17-in. series there's (1) a miniature sideboard of walnut veneer top and square brass legs (set rests beneath top on 2 spreaders with simulated 2-drawer fronts and brass pulls); (2) brass terrace cart with sawbuck legs, back legs have wheels and wooden hand grips for tilting and wheeling unit from place to place (set rests on shelf

with brass wire magazine rack beneath); (3) tubular brass swivel stand; (tubular platform supports set at apex of 4 legs and turns 360 degs., shelf rests on spreaders between legs).

For 21-in. series there's (1) a slender drop-leaf cart with square brass legs on non-marking casters; (set rests under top on 2 spreaders with simulated 2-drawer fronts, brass pulls.) (2) triangular corner unit of veneer walnut of Scandinavian design; (set fits on shelf below table top); (3) 44-in. wide walnut veneer slim top on tapered wood legs; (set occupies about two-thirds of shelf running full length beneath top; second shelf is provided for books, decorative objects); vertical brass spindle ends. Walnut, oil and non-glossy wax finish on all wood models; all but swivel stand and terrace cart are 30-in. high. General Electric Co., TV Receiver Dept., Electronics Park, Syracuse, N. Y.



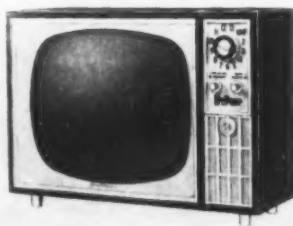
Hoffman "Santa Ana"

## Hoffman 1959 TV

Hoffman's new Springtime "60" series features cabinets reduced to as little as 7 1/2 in. deep; 4 of 10 basic models are sound engineered to double as hi-fi outlet for phono, FM radio, or as extension unit for stereo; front-firing speaker systems are standard throughout line.

Santa Ana, highlight in line, is a remote-controlled console with cigaret pack-sized tuner providing "on-off" volume and channel selection control; remote channel changers optional on most other consoles.

Spanette port/table models in 17 and 21-in. sizes, feature narrow,



Hoffman 17-in. "Spanette"

furniture styled cabinets; removable brushed-brass legs available to convert these into "consolettes." Mark 10-S handwired, "cold chassis" with full power transformer FCC radiation certification, picture-high front controls and Hoffman tube "life saver" are features.

Lakewood and Buena Park lowboys and uprights feature cabinets 16 in. deep; "easy vision" lenses and Dyna-touch tuning available on 6 of the 8 lowboy and upright consoles; Dyna-Touch dials channels automatically at push of button.

Bel Air super console has 4-speaker "soundorama" hi-fi sound system with 15 watt peak power output—two 9 x 6 in. woofers and two 3 1/2-in. solid back tweeters.

Prices, from \$179.95 to \$399.95. Hoffman Electronics Corp., 37611 S. Hill St., Los Angeles, 7, Calif.



Brother Transistor radio TR6P

## Brother Transistor Radio

This pocket-size transistor radio TR6P weighs less than a lb; permits hand free listening; features room-size volume; earphone accessory included; assorted colors with gold trim.

Price, \$49.95 Brother International Corp., 122 W. 27th St., New York 1, N. Y.



Westinghouse transistor radio 690P5

## Westinghouse Radios and Phonos

Westinghouse radio-phono department announces 3 transistor radios and 2 portable phonos; 8-transistor miniature portable available in a choice of three finishes (brown and gold, green and gold or pink and gold); 7-transistor personal portable in 3 finishes (charcoal and white, lemon and



Westinghouse phono 49AC1

white or green and white); both feature shatterproof case; 8-transistor model has 2 3/4 in. speaker; built-in antenna; plays up to 200 hrs. on single battery; earphones optional; 7-transistor has 3 1/2 in. speaker; combination carrying handle and tilt stand; plays up to 200 hrs. on 4 penlight cells.

5-transistor portable, in limited supply has a 4-in speaker; push-pull audio output; plays up to 300 hrs. on four 1 1/2-volt batteries.

## Phonos

"Bandstand" has 4-speed automatic changer with dual sapphire needles; automatic shut-off control; charcoal and white with metallic trim; front-mounted controls.

"Music Box" has 3-speed turntable; built-in 45 rpm adapter; charcoal and white, metallic trim.

Prices, 8-transistor radio, \$54.95; 7-transistor, \$39.95; 5-transistor, about \$27.50; "Bandstand" phono, about \$50; "Music Box," \$22.75. TV-Radio Div., Westinghouse Electric Co., Metuchen, N. J.



Steeleman Transatape recorder-player

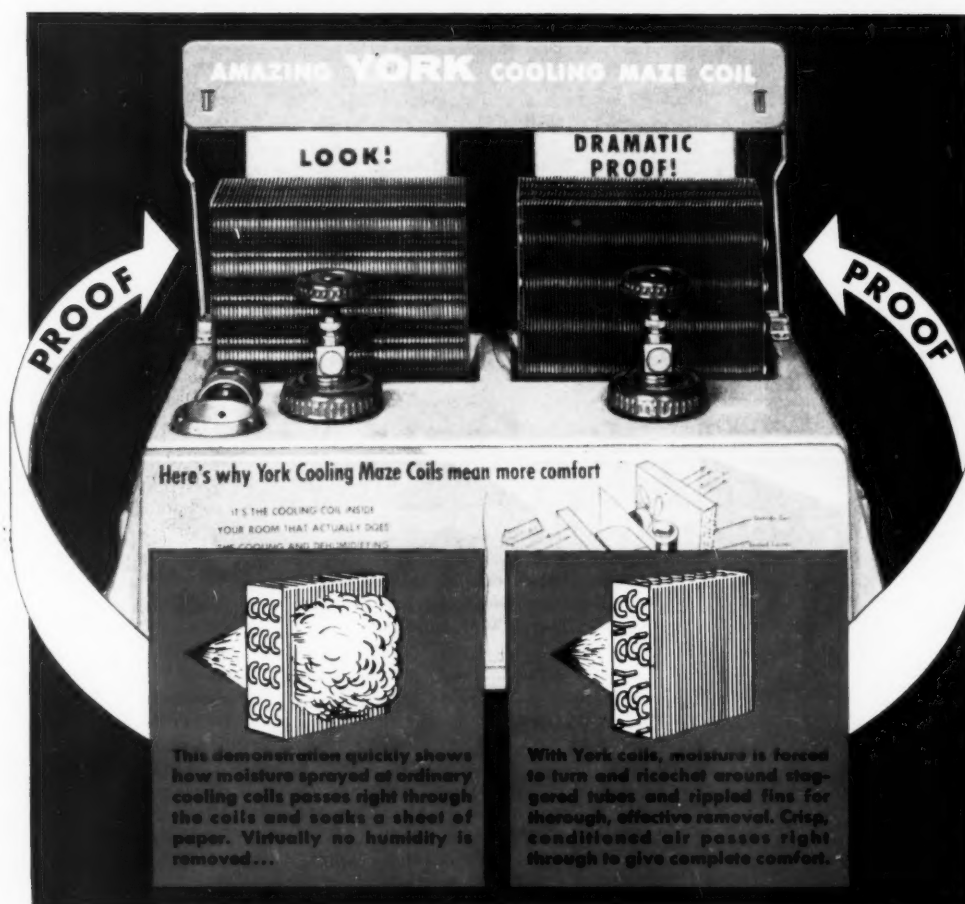
## Steeleman Recorder-Player

Steeleman's Transatape recorder-player weighs 6 1/2 lbs.; black or tan leather case measures 2-7/8 x 6 1/2 x 9-3/4 in.; runs on battery complement of 13 mercury penlight cells with conventional 3-in. reels and tape; battery life can be extended at home or office by use of converter permitting plug-in to AC outlet; extension cord makes it possible to connect directly to 12-volt car battery; flexible microphone to record conferences, concerts, or sound as you walk.

Price, \$200. Steelman Phonograph & Radio Co., Inc., 2-30 Anderson Ave., Mt. Vernon, N. Y.



# NEW "LOOK INSIDE" DEMONSTRATOR PROVES CONCLUSIVELY YORK ROOM AIR CONDITIONERS ARE YOUR CUSTOMER'S BEST BUY



**PROVES** how York Room Air Conditioners remove 30% more humidity!!

**SHOWS** how York Room Air Conditioners give faster cooling!!

**EXPLAINS** how York Room Air Conditioners lower electrical costs!!

**TELLS** why York Room Air Conditioners operate at top efficiency!!

Now you can prove—right on your sales floor—why York room conditioners are the *smartest buy*!

This new demonstrator gives an inside look at York's *really big*, money-saving difference—easily, quickly, dramatically. You can give visible evidence that convinces "lookers" to look no farther—proof that brings you bigger York sales, more York sales, and bigger profits. You'll need this revolutionary new sales tool because:

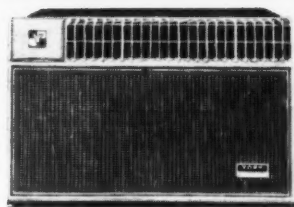
**York Challenges** customers in national magazines to *come in and see* this positive demonstration of better value.

**York Challenges** customers on TV by *showing* this demonstrator and telling them to *come see* the real thing in action.

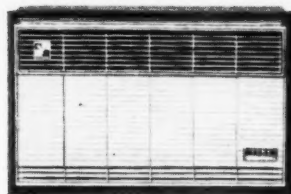
**York Challenges** customers by direct mail to *come in and try* the "worth more" test themselves.

**York Challenges** customers in your own local newspapers to go out, shop, compare—*know* how York is superior and *see* the "best buy" points forcefully demonstrated in your sales room.

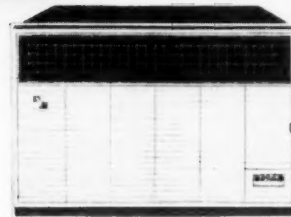
**Don't Drop The Ball**—meet questions with demonstrations—turn hot-day shoppers into high margin York sales. Call a York distributor today and get York's new sales closer demonstration!



**YORK MEDALIST:** This light-weight compact unit is easy for the home-owner to install. The Medalist is available at 115 V, 7½ amp; or at 230 Volts.



**YORK CITATION:** This handsomely designed unit features "Floating Front" styling for appearance-minded customers. It is available at 115 V, 12 amp; 230 and 208 Volts.



**YORK METROPOLITAN.** This is York's ultra-quiet...heavy duty unit which lets you overcome the noise objection. It is available at 115 V, 12 amp; 230 and 208 Volts.

Heat pump models are available in each of the series at the left.

## YORK

YORK CORP., SUBSIDIARY OF BORG-WARNER CORP.

AIR-CONDITIONING, HEATING, REFRIGERATION AND ICE-MAKING EQUIPMENT • PRODUCTS FOR HOME, COMMERCIAL AND INDUSTRIAL INSTALLATIONS

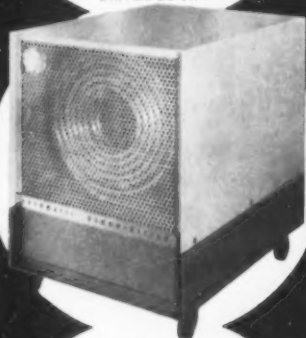


**BORG-WARNER  
RESEARCH & ENGINEERING  
MAKE IT BETTER**

Why Not  
Sell the Best?

## Comfort-Aire ELECTRIC DEHUMIDIFIERS

Deluxe Automatic Model  
DHA-25 Below.



An outstanding air dryer.  
Removes up to 3 gallons of  
moisture from air every day.

Look at these sales features:  
**AUTOMATIC DEHUMIDIFICATION** —  
Model DHA-25 has integrally built-in and  
wired MH HA45E humidistat with double  
nylon sensing element. **BIG 1 1/2 H.P. SYS-  
TEM** — Tecumseh compressor. Greater  
capacity and better air flow, use in  
up to 14,000 cu. ft. areas. **BUCKET  
CAPACITY** — 8 1/2 qts. Made of Styrene  
Plastic. **OVERALL DIMENSIONS** — 17" x  
12" x 17" long.

**HEAT CONTROLLER, INC.**  
1900 Wellworth Ave.,  
Jackson, Michigan

For extra large,  
heavy cabinets



you need a Caster X-75  
**TWO-PIECE TRUCK**  
**\$6000 PER PAIR**  
including straps

These rugged all steel, heavily re-  
inforced two-piece trucks are indis-  
pensable for handling tall cabinets that  
won't clear doorways when tipped.  
Ideal for the largest, heaviest freezers,  
ice cream cabinets, refrigerators,  
ranges, etc. One truck has ball bearing  
swivel casters to facilitate guiding and  
right angle turns. Except on stairs or  
when loading, one man can handle.  
Capacity 1500 lbs.

**NO. 102 BALANCE TRUCKS**  
**Lift and Carry the Load \$4700**

The load balances and  
rides on two wheels  
—the mover has only  
to push and guide.  
Write for circular on  
these and other trucks  
from \$35.00 up F.O.B.  
Findlay, Ohio.

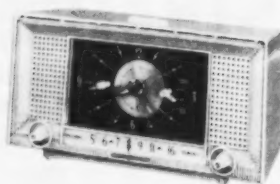


**SELF-LIFTING TRUCK CO.**

425 North Main Street • Findlay, Ohio

## new products

### RADIOS, & PHONO

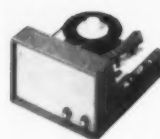


G-E clock-radio C-460

### G-E Clock-Radio

G-E's deluxe clock-radio No. C-  
460, styled in antique white and  
gold, features dual 4-in. speakers,  
Snooz-Alarm, automatic wake-to-  
music and slumber switches; appli-  
ance timer outlet; dial beam tun-  
ing; slide-rule dial scale for easy  
readability; vernier tuning for pin-  
point tuning accuracy; has 4-tubes  
plus rectifier; built-in ferrite rod  
antenna; printed circuit chassis.

Price, \$49.95. General Electric  
Co., Housewares & Radio Receiver  
Div., Bridgeport, Conn.



V-M's "45" stereo phono No. 301

### V-M Stereo Phonos

V-M announces a lightweight  
portable stereo phono which plays  
45 rpm stereo discs, also a new  
stereo-modular console system that  
combines best features of console  
and components.

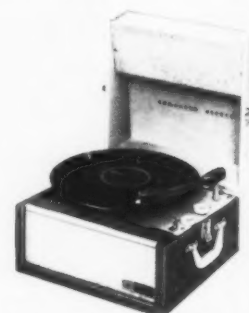
V-M "45" portable No. 301  
weighs 16 1/2 lbs.; and is actually 2  
units that clip together; plays 16  
rpm records as well as stereo and  
monophonic 45's automatically;  
record playing section contains du-  
al-channel amplifier, automatic  
record changer, all controls and 6-in  
speaker; detachable second-channel  
section contains matching speaker;  
has dual loudness control which  
regulates loudness of each channel  
separately or both together for  
stereo balance; tone control regu-  
lates both stereo channels simul-  
taneously; dual channel amplifier  
is rated at 4 watts each channel.



V-M stereo-modular No. 580

Stereo-modular No. 580 console  
is 3 units in one; central module  
contains V-M's stere-O-Matic 4-  
speed changer with stereo cartridge  
and diamond stylus plus dual-chan-  
nel amplifier with 15 watts output  
per channel and large record stor-  
age compartment. Matched speak-  
er units each contain 12-in. and 3.5  
in. speakers; V-M's unitized con-  
trols permit speaker systems to be  
adjusted simultaneously or individ-  
ually; controls are in central unit  
and include record compensation,  
loudness control, and separate bass  
and treble controls. Seven inputs  
on rear of central unit are gov-  
erned by function switch on control  
panel; dual-channel inputs are for  
phono, tape recorder and radio tun-  
er, plus a single channel TV input.

Prices, No. 301, \$59.95; No. 580  
in walnut, \$350. V-M Corp., Benton  
Harbor, Mich.



Capitol stereo automatic No. 925

### Capitol Stereo Portables

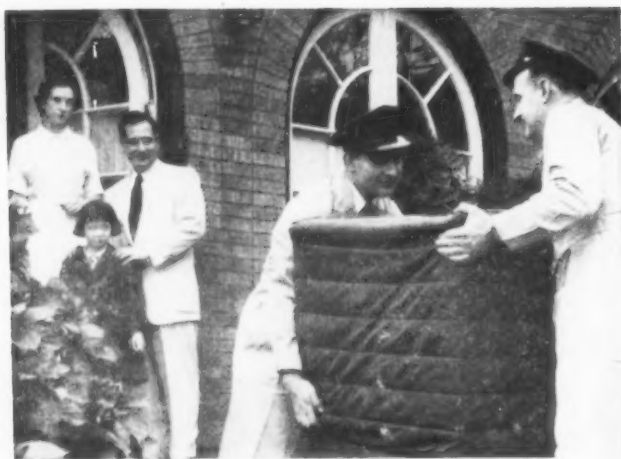
Two new Capitol stereo porta-  
bles are announced:

No. 923 portable features elec-  
tronically balanced stereo ampli-  
fiers that reproduces 2 separate  
channels; turnover stereo cartridge  
with 2 jewelled styli (0.7 and 2.5  
mil.); two 4-in. Alnico V pm speak-  
ers with 1-oz. magnets; 2 volume  
controls; rubber-matted turntable  
with retractable insert for 45 rpm;  
turquoise and white or red and  
white case in washable, scuff res-  
istant plastic.

No. 925 stereo automatic porta-  
ble has 2-channel, electronically  
balanced amplifiers; 2 jewelled sty-  
li; two 4 x 6 Alnico V PM speak-  
ers with second channel speaker in  
lid; 10 ft. cord for true separation;  
lid may be left attached for sound  
reinforcement when playing mono-  
phonic records; automatic inter-  
mix type changer plays all record  
sizes and speeds including 16-3/4  
rpm "Talking Books"; shuts off au-  
tomatically after last record; 2 vol-  
ume controls; light weight pressure  
adjustable tone arm; safety lock  
protects arm while traveling; tur-  
quoise and white or red and white  
in washable scuff-resistant plastic.

Prices: No. 923, \$39.95; No. 925,  
\$69.95 Capitol Records Inc., Holly-  
wood 28, Calif.

## Make friends with your customers



The gleaming finish on that new  
television set played a large part in  
closing the sale. Will it be marred by  
ugly scratches before it is delivered?  
Not if you protect it with Webb Wrap-  
abouts. Made of water-repellent can-

vas, thickly padded and flannel-lined,  
they last for years. And they protect  
everything—the appliance, the cus-  
tomer's woodwork and your reputation  
as a service-minded merchant. Why  
not write for information today?



### WRAPABOUTS

For Radio, HiFi, TV  
and Air Conditioners

For major appliances use Slingabouts

Webb Manufacturing Co.  
2918B N. 4th St., Phila. 33, Pa.

☐ TV ☐ washers ☐ refrigerators ☐ ranges ☐ radios ☐ air conditioners

FIRM NAME

ATTENTION:

STREET

CITY

ZONE

STATE



## New Products



Arvin stereo system No. 8091

### Arvin Stereo System

A complete stereophonic sound system contained in a single portable unit is announced by Arvin; hi-fi sound is provided in phono No. 8091; provision for connecting two 6-in. speakers to dual channel amplifier through hinges with which speaker-doors are attached to case; for full-range stereo effect either or both speaker-doors can be detached and placed up to 10-ft. from phono to which they are connected by cables; both speakers respond to one set of 3 controls: volume, tone and stereo balance; 4-speed automatic changer; dual-channel sapphire styli; binaural and monaural records can be played.

Price, \$99.95 Arvin Industries Inc., Columbus, Ind.



Webcor Royalite tape recorder

### Webcor Tape Recorder

Webcor portable Royalite tape recorder weighs 20 lbs.; has 2 elliptical hi-fi speakers with frequency range of 50 to 15,000 cycles; amplifier provides 10-watts output; records and plays back at 7½, 3¼ ips, plus new "long-playing" 3rd speed, 1½ ips which allows up to 6 hrs. recording and playing time; plays in horizontal or vertical position; safety interlock prevents tape spilling, breaking or accidental eraser; equipped with standard jacks and controls. Stereo version available soon.

Price, \$189.95. Webcor Inc., 5610 W. Bloomingdale Ave., Chicago, 39, Ill.

"Swivel-Master" directed sound speaker systems are announced by Universal Woodcrafters Inc., La Porte, Indiana; units turn at touch of finger on 14-in. swivels; SW-17, price of \$79.50.

# Symphonic On Target

## STEREO PORTABLES

Every Model Hits the Sales Target!



TRAFFIC LEADER MODEL 1507: Dual channel amplifier, detachable stereo speaker system, 4-speeds, dual volume controls, monaural/stereo cartridge with two Sapphire needles. Suggested list \$39.95



Suggested list \$99.95



4-SPEED AUTOMATIC MODEL 1517: An exciting new concept in stereo portable styling. Dual channel amplifier, stereo speaker system, 4-speed automatic changer, three controls, monaural/stereo cartridge with dual Sapphire needles.

Suggested list \$79.95



DELUXE STEREO HIGH FIDELITY MODEL 1525: Dual channel amplifier, detachable four speaker stereo sound system, 4-speed automatic changer, bass, treble and dual volume controls, monaural/stereo cartridge with two Sapphire needles.

Suggested list \$119.95

See your distributor or write directly to Symphonic, Dept. R 4 for complete information!



NATIONALLY ADVERTISED ON THE MUTUAL BROADCASTING SYSTEM  
• An intensive saturation campaign on over 450 Mutual Broadcasting System stations



NATIONALLY ADVERTISED IN LEADING MASS-CIRCULATION CONSUMER MAGAZINES  
• Esquire • Coronet • Argosy

Prices slightly higher south and west





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BATTERIES!**

**\$5<sup>95</sup>**  
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\* Trade Mark

now in pink with gold trim

### FOR MOTHER'S DAY

New compact design fits easily into purse or glove compartment—never leaks or corrodes—easily recharged in a 110 AC electrical outlet. Life Lite rechargeable flashlight is a thoughtful, practical gift for mother.

*"A Jewel Among Flashlights"*

### FOR FATHER'S DAY!

Follow up with a Father's Day promotion for added profits. Feature the handsome two tone gray and gold Life Lite rechargeable flashlight. 5.95



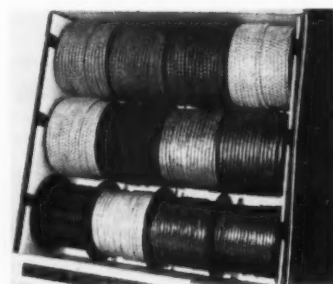
DEALER AIDS AVAILABLE



**Gulton Industries, Inc.**  
Metuchen, New Jersey

ALKALINE  
BATTERY  
DIVISION

## New Products . BRIEFS



A new look in electric wiring is announced by Kolor Kord Corp.: Woven colored wiring designed to harmonize with home or office furniture, draperies, rugs and other decor; can be attached to lamps, clocks, radios, picture lights, aquariums, hi-fi sets etc; 12 colors including gold, melon, turquoise, pink, brown, silver ombre, and mother-of-pearl; merchandised in self-contained display cartons. Kolor Kord Corp., 66-28 Myrtle Ave., Glendale, 27, N. Y.



Paxton electronic garage door operator, designed to operate all types overhead doors, is controlled from car transmitter or pushbuttons in house or garage. Combined with radio receiver in compact unit, it is easy to install; factory-tuned radio control system employs frequencies in F.C.C. approved 200 to 400 kc band; uses triple-lock coding between transmitter and set; transmitter sends out 2 radio frequencies interlocked with an audio frequency—radio frequencies are transmitted in alternate bursts—only when both signals reach receiver in equal strength will operator open or close door; when door is closed, it is automatically locked. Paxton Products, 929 Olympic Blvd., Santa Monica, Calif.

A self-priming, float-controlled, condensate removal pump for dehumidifiers and other air conditioning and refrigeration equipment is announced by March Mfg. Co., 8015 N. Lawndale Ave., Skokie, Ill. Features include air-bleed to assure positive self-priming even when drip pan is pumped dry; float-controlled for automatic operation—water level alone turns pump "on" or "off"; bottom inlet to pump down "low" and remove all water in pan; handles vertical lifts over 9 ft. and horizontal runs up to 300 ft with 1/4 in. plastic or copper tubing or hose; gives automatic water disposal of dehumidifier.



# 'em all!

## SYLVANIA *NEW* PUSHBUTTON CLOCK RADIO



### IN FEATURES!

Completely automatic push buttons for ON-OFF, wake-up, delayed buzzer alarm, and a sleep switch that adds 15 minutes playing time with each push.



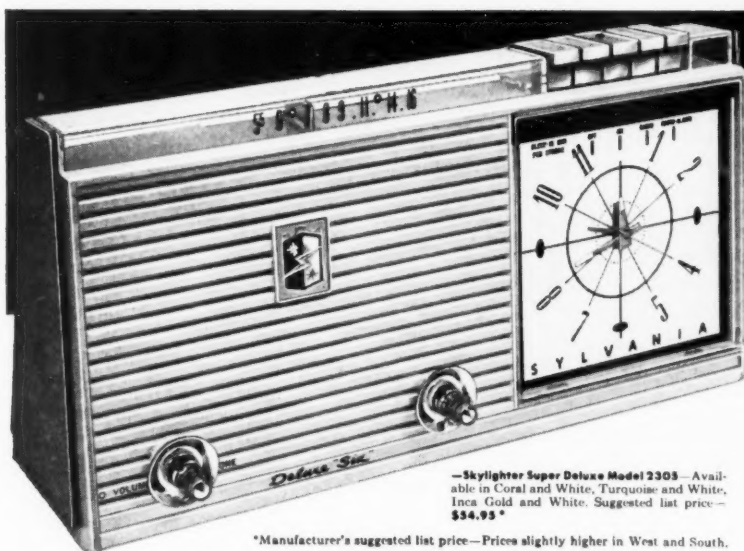
### IN STYLING!

Panoramic sweep dial and big, easy-to-read illuminated clock-face add eye appeal to eye ease. The exclusive Slimline cabinet is finished front and back.



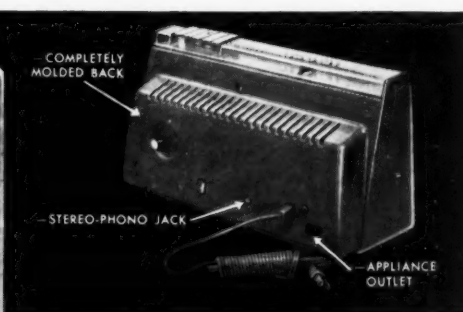
### IN PROFITS!

Deluxe in every way, the Skylighter offers maximum sales appeal, and greatest gross profit per unit. Tops for impulse purchases.



—Skylighter Super Deluxe Model 2303—Available in Coral and White, Turquoise and White, Inca Gold and White. Suggested list price—\$34.95\*

\*Manufacturer's suggested list price—Prices slightly higher in West and South.



### IMMEDIATE DELIVERY

It's the radio that combines the plus features of easy-to-operate push buttons with all the glamour that's making Sylvania's "Smart Set" radio line the hit of the year. It has sales appeal right down to the last detail—including a color-matched power cord! Order this profit maker today!

# SYLVANIA *Radios*

PARTS AND SERVICE GUARANTEED FOR 90 DAYS THROUGH YOUR AUTHORIZED SYLVANIA DEALER (SEE SYLVANIA WARRANTY)

## Now's the time to be a SYLVANIA Radio Dealer

# INDEX TO ADVERTISERS

The Year 'Round Market Place

APRIL 1959

ADMIRAL CORP. .... 50, 51 Agency: Henri, Hurst & McDonald, Inc.	FRIGIDAIRE DIV. OF GENERAL MOTORS ..... 11 Agency: Dancer-Fitzgerald-Sample, Inc.	MORPHY-RICHARDS, INC. .... 20 Agency: Fredricks & Co., Inc.	SYLVANIA ELECTRIC PRODUCTS, INC. ... 39, 147 Agency: J. Walter Thompson Co.
AIRTEMP DIV. CHRYSLER CORP. .... 32, 33 Agency: Grant Advtg., Inc.	GENERAL ELECTRIC CREDIT CORP. .... 108, 109 Agency: Batten, Barton, Durstine & Osborn, Inc.	MOTOROLA, INC. ... 140, 141 Agency: Leo Burnett Co., Inc.	SYMPHONIC RADIO & ELECTRONIC CORP. ... 145 Agency: Milton Samuels Adv.
AMANA REFRIGERATION, INC. .... 72, 73 Agency: MacFarland, Aveyard & Co.	GENERAL ELECTRIC COMPANY DISHWASHERS ..... 35 Agency: Young & Rubicam, Inc.	NATIONAL HOUSEWARES MFRS. ASSOC. .... Agency: Kreicker & Melloan, Inc.	TIDE ..... 24 Agency: Benton & Bowles, Inc.
AMERICAN TELEPHONE & TELEGRAPH ..... 31 Agency: Cunningham & Walsh, Inc.	TELECHRON CLOCK & TIMER DEPT. .... 43 Agency: N. W. Ayer & Son, Inc.	NEW YORK NEWS, THE ... 38 Agency: L. E. McGivern & Co., Inc.	UNITED STATES STEEL CORP. .... 71 Agency: Batten, Barton, Durstine & Osborn, Inc.
ARVIN INDUSTRIES, INC. ... 104 Agency: Roche, Rickerd & Cleary, Inc.	GIBSON REFRIGERATOR CO. .... 113 Agency: The Brady Co.	NORGE SALES CORP. DIV. BORG-WARNER CORP. .... 138, 139 Agency: Keyes, Madden & Jones Adv.	V-M CORP. .... 100, 101 Agency: Mayer/Klann/Linabury, Inc.
BEN-HUR MFG. CO. .... 49 Agency: Mathisson & Co., Inc.	GRAYBAR ELECTRIC CO. ... 90 Agency: G. M. Bosford Co.	OLYMPIC RADIO & TELEVISION ..... 91 Agency: DuFine & Co., Inc.	WARING PRODUCTS CORP. .... 19 Agency: Fuller & Smith & Ross, Inc.
BETTER HOMES & GARDENS ..... 74 Agency: J. Walter Thompson Co.	GULTON INDUSTRIES, INC. 146 Agency: William Nicosia, Inc.	PARAGON ELECTRIC CO. ... 118 Agency: Klau-Van Pietersom-Dunlap, Inc.	WASTE KING CORP. .... 4 Agency: Hixson & Jorgensen, Inc.
BLACKSTONE CORP. .... 42 Agency: W. S. Walker Adv., Inc.	HAMILTON MFG. CO. 3rd Cover Agency: The Brady Co.	PHILLIPS & BUTTORFF CORP. .... 135 Agency: Doynne Adv. Inc.	WEBB MFG. CO. .... 144
BURGESS BATTERY CO. ... 98 Agency: Kane Adv.	HEAT CONTROLLER, INC. ... 144	RADIO CORP. OF AMERICA 115 Agency: Kenyon & Eckhardt, Inc.	WELBILT CORP. .... 46 Agency: Milton Stern Co.
CALORIC APPLIANCE CORP. .... 17 Agency: Erwin Wassey, Ruthrauff & Ryan, Inc.	HEROLD RADIO AND ELECTRONICS CORP. .... 23 Agency: Dunay, Hirsch & Lewis, Inc.	REDBOOK ..... 124 Agency: Ellington & Co., Inc.	WEST BEND ALUMINUM CO. .... 10 Agency: Western Adv.
CHEVROLET MOTOR DIV. OF GENERAL MOTORS ... 36, 37 Agency: Campbell-Ewald Co.	HOBART MFG. CO. .... 110 Agency: The Buchen Co.	REDISCO INC. DIV. AMERICAN MOTORS CORP. .... 47 Agency: Geyer, Morey, Madden & Ballard, Inc.	WESTCLOX DIV. OF GENERAL TIME ..... 111 Agency: Batten, Barton, Durstine & Osborn, Inc.
CHICAGO TRIBUNE ..... 54 Agency: Foote, Cone & Belding	HOOVER CO., THE ..... 7 Agency: Leo Burnett Co., Inc.	ROLL-OR-KARI CO. .... 149 Agency: Palmer N. Refsdal Adv.	WESTINGHOUSE ELECTRIC CORP. DEHUMIDIFIER DEPT. ... 134
COLEMAN CO., THE ..... 21 Agency: Potts-Woodbury, Inc.	HOTPOINT CO., INC. .... 8, 103, 117 Agency: Compton Adv., Inc.	ROPER CORP. GEO. D. ... 99 Agency: E. R. Hollingsworth & Assoc.	DISHWASHERS ..... 131
COLUMBUS COATED FABRICS CORP. .... 123 Agency: Mumm, Mullaney and Nichols, Inc.	KELVINATOR DIV. AMERICAN MOTORS CORP. ... 4th Cover Agency: Geyer, Morey, Madden & Ballard, Inc.	ROSMAR MFG. CO. .... 118 Agency: Read Brothers, Adv.	MAJOR APPLIANCE DIV. 2, 3
COOLERATOR DIV. McGRAW-EDISON COMPANY ... 52 Agency: Geyer, Morey, Madden & Ballard, Inc.	LANDERS, FRARY & CLARK 48 Agency: Gould & Tierney, Inc.	SATURDAY EVENING POST ..... 25-30 Agency: Batten, Barton, Durstine & Osborn, Inc.	WATER HEATERS ..... 97 Agency: McCann-Erickson, Inc.
CORNISH WIRE CO. .... 6 Agency: Bass & Co., Inc.	LOVELL MFG. CO. .... 96 Agency: Altman Hall Assoc.	SCHICK INC. .... 120, 121 Agency: Benton & Bowles, Inc.	WHIRLPOOL CORP. ... 79-81, 83, 85, 87-89, 127 Agency: Netedu Adv., Inc.
CRIBBEN & SEXTON CO. ... 53 Agency: Alex T. Franz, Inc.	MALLORY & CO., INC., P. R. .... 94, 95 Agency: The Aitkin-Kynett Co.	SELF-LIFTING TRUCK CO. 144 Agency: Blaco Adv.	WIEGAND CO., EDWIN L. 114 Agency: Ketchum, MacLeod & Grove, Inc.
DEARBORN STOVE CO. ... 122 Agency: Taylor-Norsworthy, Inc.	MAYTAG CO., THE ..... 105 Agency: Leo Burnett Co., Inc.	SKINNER CO., M. B. .... 118 Agency: Jones & Taylor, Inc.	WRIGHT MFG. CO. .... 119 Agency: Compton Adv., Inc.
DOMINION ELECTRIC CORP. .... 12 Agency: Howard Swink Advtg., Inc.	McGRAW-EDISON CO., CLARK WATER HEATER DIV. ... 106 Agency: Frederick C. Williams & Assoc.	SPEED QUEEN CORP., DIV. McGRAW-EDISON CO. .... 2nd Cover Agency: Geer-Murray, Inc.	YORK CORP. SUB. OF BORG-WARNER CORP. .... 143 Agency: Keyes, Madden & Jones Adv.
EDISON ELECTRIC INSTITUTE ..... 40, 41 Agency: Fuller & Smith & Ross, Inc.	METALAIR PRODUCTS CO. .... 112 Agency: Scantlin & Co.	STUDEBAKER PACKARD CORP. .... 14, 15 Agency: D'Arcy Adv.	ZENITH RADIO CORP. 132, 133 Agency: Foote, Cone & Belding
FAMILY WEEKLY MAGAZINE ..... 137 Agency: Harry M. Sturges & Assoc.	MINNEAPOLIS-HONEYWELL REGULATOR CO. .... 75 Agency: Foote, Cone & Belding	SWING-A-WAY MFG. CO. 122 Agency: Post Adv. Co.	
FEDDERS QUIGAN CORP. 44, 45 Agency: D'Arcy Advtg. Co.	MODERN WATER TREATMENT DIV. GEO. GETZ CORP. ... 126 Agency: Altman-Gilbert Agcy.		
FRIGIDAIRE DIV. OF GENERAL MOTORS ... 92, 93, 107 Agency: Kircher, Helton & Collett, Inc.			

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F. J. Eberle, Business Mgr.

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**ELECTRICAL  
MERCHANDISING**  
330 West 42nd Street  
New York 36, N. Y.

# scheduled meetings

## APRIL

**1 to 3rd Gas Appliance Manufacturers Association Annual Meeting**, Americana Hotel Bal Harbour, Florida

**5 to 9th Edison Electric Institute Annual Convention** New Orleans, Louisiana

## MAY

**3 to 6th Air Conditioning and Refrigeration Institute Annual Meeting**, The Homestead Hot Springs, Virginia

**24 to 27th National Association of Electrical Distributors Annual Convention**, Conrad Hilton Hotel Chicago, Illinois

## JUNE

**1 to 3rd Institute of Appliance Manufacturers**, Netherland-Hilton Hotel, Cincinnati, Ohio

**15 to 25th Summer Markets Merchandise and Furniture Marts** Chicago, Illinois

**18 to 19th AHLMA Convention** Edgewater Beach Hotel Chicago, Illinois

**21 to 25th NAMM Annual Music Show** New Yorker Hotel New York, New York



"—SOMETHING ABOUT FIXING HIS RADIO!"

**22 to 26th Western Summer Market** San Francisco, California

**29 to July 3rd Summer Markets** Atlanta Merchandise Mart Atlanta, Georgia

## JULY

**13 to 17th National Housewares Show** Convention Hall Atlantic City, New Jersey

## AUGUST

**Week of August 10 International Association of Electric Leagues** El Cortez Hotel San Diego, California

**9 to 15th NARDA Management School** American University Washington, D. C.

## SEPTEMBER

**28 to October 2nd National Hardware Show** Coliseum New York, New York

## OCTOBER

**5 to 7th American Gas Association Annual Convention**, Conrad-Hilton Hotel Chicago, Illinois

**29 to 30th AHLMA 13th Natl. Home Laundry Conference** Statler Hilton New York, N. Y.

## NOVEMBER

**2 to 5th 11th Exposition of the Air Conditioning and Refrigeration Industry** Convention Hall Atlantic City, New Jersey

**9 to 13th National Electrical Manufacturers Association Annual Meeting**, Traymore Hotel Atlantic City, New Jersey

## MERCHANDISING

### SUPPLEMENT PRODUCTS-SERVICES FOR MORE SALES—MORE PROFIT

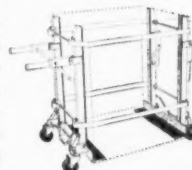
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New Advertisements received by March 10th will appear in the April issue.

### ROLL-OR-KARI DUAL TRUCKS

Handle refrigerators, ranges and freezers the quick and easy way. Pat'd Step-On-Lift. Retractable wheels. 7-ft. web straps. Cap. 800 lbs.



**Deluxe Model** (Swivel wheels at one end)...\$32.00

**Super Deluxe** (Swivel wheels at both ends)...\$56.00

FOB Zumbrota. Ship. wt. approx. 50 lbs.

Write Dept. B

**ROLL-OR-KARI CO., Mfgs., Zumbrota, Minnesota**

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### With Your Help, THE MENTALLY ILL CAN COME BACK



Give them the chance  
you'd want for yourself:  
a job, a home, a place  
in the community.



**SUPPORT  
YOUR  
MENTAL  
HEALTH  
ASSOCIATION**

# editorial

LAURENCE WRAY Editor



## The Leagues Can Do The Job

**I**SN'T the time ripe for a broad expansion of the electrical league movement in this country?

The question suggests itself because the electric utilities, through their national association, the Edison Electric Institute, have embarked on their first national promotion—the National Electric Living Program—and have earmarked \$2½ million in 1959 to sell their services to the public. The promotion embraces appliances, wiring, lighting and complete electric homes. But a promotion of this scope involving all segments of the industry—manufacturers, distributors, dealers, contractors and builders—should be launched under the auspices of local electrical leagues and associations, whose membership represents all or most of those industry groups.

I know that many utilities give their local electrical leagues substantial moral and financial support without which many of them would find it difficult to survive. But for years I have felt that the utilities have consistently underrated the league's potentialities for broad industry promotions. Too often, the league has been looked upon as a sort of "wiring bureau," whose sole function lay in that area. I think, on the other hand, that the leagues might function best if they were made the focal point, or clearing-house, of all inter-industry promotions, whether in the field of wiring, appliance promotion, kitchens, complete electric homes, lighting or what have you. In a word, just such promotions as the National Electric Living program. In those areas where the leagues have been given the whole-hearted support of their local utility, or where the utility has learned that an industry promotion achieves greater results when conducted under the auspices of the local league, truly astonishing results have come about. San Diego and Philadelphia are good examples, but there are a number of others. I believe that there should be more of them and that the ones in existence today should be made even bigger and stronger and more influential in their communities. I call it "grass roots cooperation" because it's only when you get the real people of the business together—the people who have a vital stake in this industry—that things begin to happen. The leagues in this country represent one way of getting a lot of cooperation in a hurry.

**A**CTUALLY, there should be an electrical league or association in every city of any size in this country. Many utilities, which function without the benefit of such an association, are operating in a vacuum. All around them are fellows in their own industry—manufacturing, distributing, contracting

and retailing folk who, in the final essence, are helping them build their residential load. From a self-interest viewpoint alone it would seem logical to channel a percentage of promotional budgets through an association representing such industry allies.

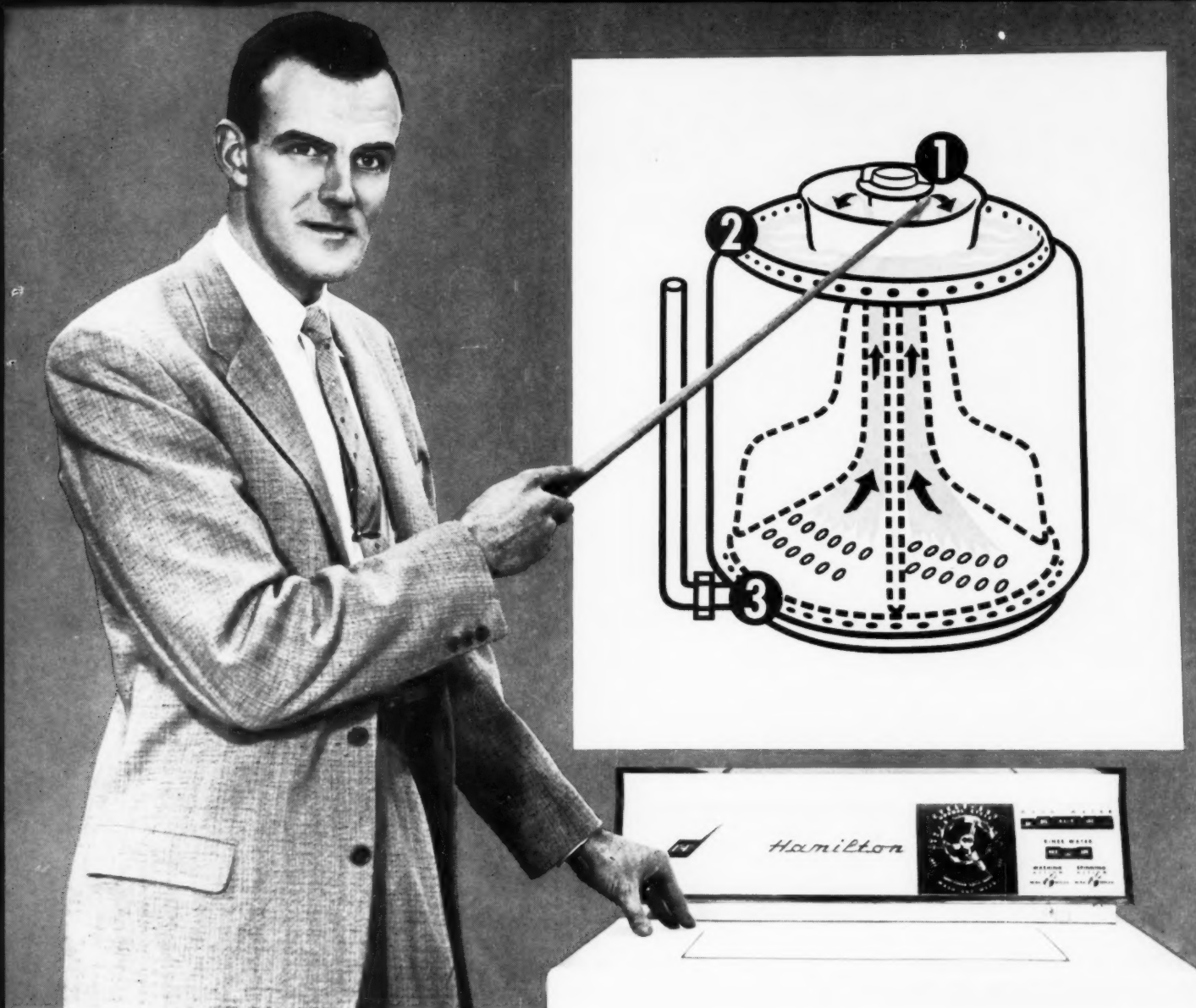
Today, there are close to sixty leagues or associations affiliated with the International Association of Electric Leagues, including two in Canada and one in Mexico. There are also about fifty other leagues in existence, usually in smaller communities, which have yet to seek recognition as members of IAEL. But there are literally dozens of important cities where no league, or electrical industry association exists. Cities like Dallas, in Texas; like New York, and Albany in New York state; like Bridgeport in Connecticut, and Miami in Florida.

Generally speaking, it might be said that in areas where the utility company does not merchandise, its promotional activities are likely to be channeled through a local electrical league. Merchandising utilities meet with natural reluctance on the part of dealers to join an association sponsored chiefly by the utility; they are looked upon as competitors. But we submit that utility companies desirous of launching industry-wide promotions would be better off with the whole-hearted support of other industry groups and a live, actively-functioning electrical association provides the best meeting ground.

**A**ND because utility support is fundamental to the success of an electrical league, I believe that utilities themselves should take the initiative in their particular communities to bring together all important local elements of the industry to *help create an association*. They are engaged in a great many activities involving manufacturers, distributors, dealers and contractors—even of home-builders who are outside the industry—so it would seem logical that an organization representing all industry elements would make a natural framework for load-building promotions. If utilities want to double and triple the average annual kw.-hr. residential load, through air-conditioning, house heating, better lighting, re-wiring and all the other services it is possible to sell to the American public—or even to get back a few million customers lost to gas and LP-gas for cooking and water heating loads—they should realize that they have a massive public-relations problem in selling home-owners on footing the monthly bills.

*Why not let the local electrical association do this job?*





Sales Lesson at three levels. This is Chuck Ruelle, Hamilton's Service Manager, pointing up three significant selling points for the Hamilton automatic washer: Hamilton filters at all three levels of the washtub. This is not only exclusive with Hamilton — it's highly salable. **1.** All during the wash and rinse cycles water is constantly forced up through the agitator walls and out through the Hamilton Lint Filter, located at the top of the agitator post. **2.** A ring of surface filters runs around the wall of the washtub at water level, skims off soap scum and other floating particles. (Both of these trouble-free filtering actions occur through water action *alone* — think of the service problems this eliminates!) **3.** At the bottom of the tub, Drainaway Filters make short and final work of sand, grit and other heavier-than-water particles. Hamilton calls it Triple-Filtering Action. Hamilton dealers call it a three level formula for sales action.

# Hamilton

**STRONGEST EXCLUSIVE LAUNDRY LINE GOING!**

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN



## The Time Has Come for Appliance Manufacturers to Put Meaning into Retail Franchises!



### Kelvinator Proudly Takes The Lead!

H. L. Travis, Vice President in Charge of Sales, Kelvinator Division, American Motors Corporation, discusses dealer franchise needs and announces the Kelvinator Registered Franchise in an open letter to appliance retailers.

#### TO MAJOR APPLIANCE RETAILERS:

Many things have contributed to the greatness of America. Prominent among these has been the privilege of giving men a right to the profits that result from unusual ability or extra endeavor.

The inventor has been protected by his patent.

The promoter with his financial right.

The producer with his copyright.

In other fields, franchisees were granted to guarantee profit to those who assumed in our first radio, automobile, and gas and electric industries.

The first investment necessary to establish retail sales and service for the automobile and appliance industries were guaranteed with franchises.

In the next few years, manufacturers attempting to effect volume sales by using mail order competition, increased retail outlets and being lost to retail mail order competition.

The value of a franchise all but disappeared.

Today's complete and this condition is not except a Kelvinator.

In 1938 we established our policy of:

As adequate dealer for every dealer.

A sales policy, Kelvinator fought hard to retain a value in its retail franchise, and we are proud that we were able to do so in many markets. Numerous instances of suitable relationships were maintained between our company and dealers.

Recently speaking, however, retailers who had expected to profit hand-

some from the high volume post-war years saw their hopes dashed and profits at a minimum as manufacturers increased retail outlets to meet

100,000 in our industry.

In many instances, dealers themselves gave up a good franchise pos-

sition. They could not resist the temptation of "specials," "advertising deals,"

"coupons," etc. They were lured, however, that these were not

short cuts to profits because the same deals were given to everyone in town.

During these hectic years, profits for so many dealers, Kelvinator

management has been forced to war patiently until at least a few dealers

were left up with the wreckage of short-sighted manufacturers, and

destitute, ready to turn to a sound business approach to their future.

Recently we have sensed a new and definite trend in dealer attitudes:

1. Many have learned that "specials," "deals," "coupons," etc.,

are not new ways to profit.

2. They are looking at high volume sales alone, but this time they want an opportunity to secure the profits that

should result from increased sales in their markets.

3. They have watched the greater success that have come to

dealers who have had a sound franchise program with good

franchise conditions. They see that selling product under

sound franchise conditions has been more profitable than

fighting it out price against price.

To these thinking retailers, we say: You are on the right track, it's

some manufacturers recognize it and provide you with a franchise under

which that type of sound retailing can prosper.

Kelvinator proudly leads the industry again by announcing the

**KELVINATOR REGISTERED FRANCHISE**

This new franchise will not be available to all retailers. It was not

have much application in the rest of our country, it will return the appliance

franchise to an instrument of real value. It will give a retailer the oppor-

tunity to profit from unusual ability or extra effort.

In this "Registered Franchise" many dealers can be assured of having

a franchise arrangement that cannot be changed as long as he sells a certain

able per cent of industry volume and some offices are now beginning to discuss

Kelvinator distributors and some offices are now beginning to discuss

the new franchise with selected Kelvinator retailers in each area.

We sincerely hope that the move by our company will be the begin-

ning of a greater opportunity and a better future for manufacturers

distributors, and retailers alike. That our entire appliance industry will

go into the great volume years ahead, doing a sound job for a man to

move his money and a good place for him to invest his time.

If you are an appliance retailer, unhappy with present franchise con-

ditions in your market and sincere in your desire for a future under a

dependable franchise relationship, a letter to me will bring you the details

of this new opportunity.

*H. L. Travis*

Announcement of the Kelvinator  
Registered Franchise March 1, 1939.

## INTRODUCING...

# The Kelvinator Dealer Policy Committee

Last month Kelvinator announced a new Registered Franchise for selected appliance dealers. A vital element of this franchise is a Dealer Policy Committee, appointed by Kelvinator to bring a new and higher standard of Manufacturer-Distributor-Dealer relationship to the appliance industry.

These men have accepted the responsibility of reviewing any differences of opinion on franchise matters that may occur between a Kelvinator Distributor or Zone Office and a Dealer having a Kelvinator Registered Franchise in good standing, and of recommending a solution giving full consideration to the rights, interests and equities of all parties concerned.



**H. L. TRAVIS**  
Vice-President in Charge of Sales  
Kelvinator



**LOUIS BING**  
President, The Bing Company  
Cleveland, Ohio  
(Past President, NREFA)



**E. B. BARNES**  
General Sales Manager  
Kelvinator



**CHARLES G. NICHOLS**  
President and General Manager  
The G. M. McKelvey Company  
Youngstown, Ohio  
(Past Pres. and Director, NRDGA)



**J. M. TENNEY**  
Assistant General Sales Manager  
Kelvinator



**KEN STUCKY**  
Secretary-Treasurer  
Stucky Brothers, Fort Wayne, Ind.  
(Past President, NARDA)

# Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan

American Motors Means  
More for Americans



Live Better  
Electrically

